

PLANNING COMMISSION REPORT



MEETING DATE: September 10, 2003

ITEM NO. _____

GOAL: Coordinate Planning to Balance Infrastructure

SUBJECT REQUEST

Scottsdale Waterfront

Request to qualify and to designate an infill incentive district and to adopt an infill incentive plan with amended development standards and establish new stipulations including site plan and elevations approval on a 11.3 +/- acre parcel located at the southwest corner of Scottsdale Road and Camelback Road in Downtown Scottsdale.

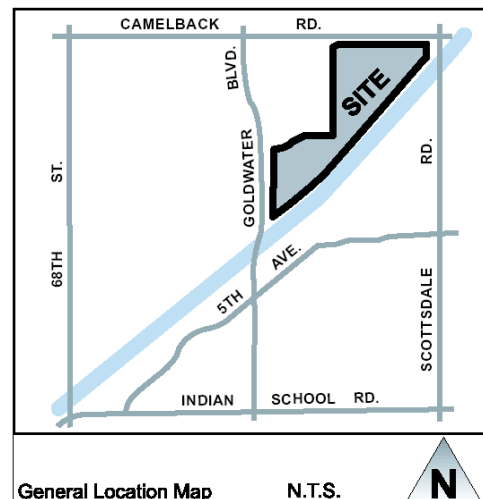
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Key Items for Consideration:

- Activate the Arizona Canal east-west as a regionally linked public amenity
- Activate Marshall Way through land use and design, as a pedestrian retail experience and connection to other downtown Scottsdale districts
- Urban design and architecture should embody upscale, southwestern character
- Site development contributes to building a positive sense of place downtown with the inclusion of art and cultural components; unique and pedestrian-oriented urban design and architecture; and public gathering or special event spaces that promote tourism and social gatherings
- Enhance mobility downtown by supporting alternate modes of transportation focusing on pedestrian-oriented urban design and advancing the downtown trolley
- Development should stand the test of time through the use of upscale, quality materials
- Meet the Downtown Vision Principles as adopted by the City Council (Attachment # 10)
- This is the first Infill Incentive District request in Scottsdale
- This Infill Incentive request meets four of the required number of state statute criteria: vacant/underutilized parcels; decline in population; vacant older buildings and absence of development
- The Infill Incentive Plan includes a phased development of mixed land uses, with amended standards including two-13 story, 160' high buildings

Previous Zoning

- 43-ZN-95 & 19-GP-95



OWNER	Scottsdale Waterfront L L C 480-483-8338
APPLICANT CONTACT	John Berry Beus Gilbert P L L C 480-429-3003
LOCATION	Southwest Corner of Camelback & Scottsdale Roads in Downtown Scottsdale
BACKGROUND	<p>Zoning. The site is zoned Regional Commercial Office-Type 2 (D/RCO-Type 2) with a Planned Block Development (PBD) Overlay. This zoning district and PBD overlay approved approximately 1.1 million sq. ft. of gross floor area with a mix of retail, office, hotel, and entertainment uses.</p> <p>General Plan. The General Plan Land Use Element designates the property as a mixed-use neighborhood. Mixed-use neighborhoods are located in areas with strong access to multiple modes of transportation and major regional access and services, and have a focus on human scale development. These areas could accommodate higher density housing combined with complimentary office or retail uses. The General Plan specifically states that the Downtown Scottsdale area is most suitable for mixed-use neighborhoods.</p> <p>Context. The surrounding properties are zoned: D/RCO-2/PBD (Scottsdale Fashion Square & Nordstroms) to the north; R-4 (Villa Adrian Neighborhood) to the west; D-RS-1 to the south (5th Ave./Stetson specialty retail shops, dining & entertainment); and C-2 to the east (office).</p>
APPLICANT'S PROPOSAL	<p>Goal/Purpose of Request. The purpose of the request is two fold. Scottsdale Waterfront requests approval of:</p> <ol style="list-style-type: none">1) Establishment of an Infill Incentive District that includes the Scottsdale Waterfront property, and2) Approval of the Scottsdale Waterfront Infill Incentive Plan, amended development standards and project stipulations for the development of a mixed-use residential, retail and office project on an 11.3 +/- acre site located at the southwest corner of Scottsdale and Camelback Roads<ol style="list-style-type: none">a. 2-13 story residential buildings – 135 to the roof of highest floor; 160' to the top of mechanical screening.b. One 8-story residential/retail building – 85' to the roof of highest floor; approximately 105' to top of mechanical screening <p>The project also includes the development of six (6) two to three-story retail and office condo buildings along the east side of Marshall Way and south side of Camelback Road; and Two (2) three-story residential and/or office buildings fronting the east side of Goldwater Boulevard.</p>

Infill Incentive Statute

The applicant is proposing to establish an Infill Incentive District on the vacant site in order to develop the property into a mixed-use project that provides the Downtown with the necessary connections from the Fashion Square area and the north bank of the canal to the 5th Avenue District and the south bank. The purpose of utilizing the Infill Incentive District is to enable the city to provide incentives for redevelopment and consider use of amended development standards to create a unique project that benefits the entire Downtown.

The state statute, ARS. 9-449.10, states (See Applicants narrative for entire statute language) that the City Council may designate an infill incentive district in an area in the city that meets at least three of the criteria listed in the statute. This proposal meets four including: a large number of vacant older buildings or structures, a large number of vacant or underused parcels of property, an absence of development and investment activity compared to other areas in the city and there is a continuing decline in population within that area.

The statute further provides “incentives” to encourage redevelopment in the district. These incentives include, expedited zoning or rezoning procedures; expedited processing of plans and proposals; waivers of municipal fees for development activities as long as the waivers are not funded by other development fees; and relief from development standards.

With regards to this proposal, the “area” used to meet this criteria was the area bounded by Camelback Road on the north, Scottsdale Road on the east, Indian School Road on the south and 68th Street on the west, excluding the Nordstrom’s store and garage. This area is seen as the link between the smaller scale 5th Avenue District and the larger scale Fashion Square District (See Attachment #8 for Area and Infill Incentive District).

Development Information.

- *Parking:*
 - 1188 spaces are required, 1486 are provided
 - Requested 20% reduction for non-residential uses
 - Public parking spaces include full-time and part-time shared parking
- *Existing Use:* Vacant Land
- *Buildings/Description:* Six (6) two to three-story retail and office condo buildings east side of Marshall Way and south side of Camelback Road; Two (2), thirteen-story, residential buildings just north of the Arizona Canal and west of Scottsdale Road; Two (2) three-story residential and/or office buildings fronting the east side of Goldwater Boulevard; and One (1) eight-story retail/residential building on the west side of Marshall Way.

- *Parcel Size:* 11.3 +/- acres
- *Entitled Building Height:* Hotel 72'; Residential 50'; Office/Other 65' (Additional height for mechanical screening allowed by ordinance)
- *Building Heights Proposed:* 6 buildings at 36' - 45'; 2 buildings at 36'; 2 buildings at 135' to roof of top floor – 160' to top of mechanical screening; 1 building at 85' to roof of top floor – 105' to top of mechanical screening
- *Floor Area:* 932,500 +/- GFA proposed; 1,100,000 GFA maximum allowed
- *Other:* 366 +/- Residential Units
Marshall Way retail focus

IMPACT ANALYSIS

Traffic.

The streets adjacent to the site include Camelback Road to the north, Scottsdale Road to the east, and Goldwater Boulevard to the west. Access to the site will be at two primary points of ingress/egress, one at Goldwater Boulevard and Montecito Avenue, the other at Camelback Road and Marshall Way. An additional right in/right out site access point is located on Camelback Road between Marshall Way and Scottsdale Road.

The approval of the proposed development plan under the Infill Incentive District will generate an estimated 8,991 trips per day, with approximately 420 trips generated in the a.m. peak hour and 890 trips generated in the p.m. peak hour. This represents over a 50 percent reduction in daily and p.m. peak hour site-generated traffic from the previously approved development plan. This reduction is primarily the result of a significant decrease in the amount of retail and restaurant square footage planned for the site.

The proposed mixture of residential, office, and retail land uses will encourage the use of alternative modes of transportation for people traveling to the site and for residents who live on the site. A pedestrian and trolley bridge is planned to connect this site to the downtown area by extending Marshall Way over the Arizona Canal. The development is also providing transit stops on Camelback Road and Scottsdale Road directly adjacent to the site.

Site traffic will be distributed primarily to Camelback Road and Goldwater Boulevard via the existing signalized intersections of Marshall Way (on Camelback Road) and Montecito Avenue (on Goldwater Boulevard). Both Camelback Road and Goldwater Boulevard are under capacity for current and projected traffic volumes.

Capacity analyses for the Year 2010 indicate that the major signalized intersections in the vicinity of the site will continue to operate at an acceptable level of service. These study intersections include Camelback Road and Scottsdale Road, Camelback Road and Marshall Way, Camelback Road and Goldwater Boulevard, and Goldwater Boulevard and Montecito Avenue. These capacity calculations are based on existing street improvements except

at the signalized intersection of Camelback Road and Scottsdale Road; the capacity calculations for this intersection assume the provision of a dual-left turn lane for eastbound Camelback Road (See Attachment # 6 for a complete Traffic Impact Summary).

Water/Sewer.

The applicant is responsible for new water and sewer infrastructure to service the site. Water and wastewater lines located within rights-of-way will be owned and maintained by the City of Scottsdale. On-site water and wastewater lines will be privately owned and maintained. A water and wastewater master plan will be required to ensure on-site and off-site systems are unaffected by the proposal. At this time, preliminary master plans do not anticipate any impacts to the existing and surrounding water and wastewater systems.

Police/Fire.

The Police Department and Rural/Metro Staff have reviewed the proposed Infill Incentive Plan. The proposal does not impact the level of service of either department. Additionally, stipulations address the unique height and emergency response requirements for this project.

Schools District review.

Scottsdale Unified School District has been notified of this application. At the time of drafting this report, the school district has not responded to proposed residential component of this application. The applicant has met with the district and shown them their plans.

Open space.

There are three main types of open space areas indicated in the application. Public open space, private open space, and private open space with public access. The project's open space compliments the adjacent proposed City project - the Arizona Canal at Scottsdale -, which will develop the Arizona Canal between Scottsdale Road and Goldwater Boulevard as a major open space corridor with a regional trail along with public gathering and special event venue areas.

Amended Development Standards Request.

The application proposes to utilize several amended development standards to create a mixed-use proposal that promotes pedestrian activity and open space plazas. The amended standards enable the two thirteen-story buildings and one eight-story building to be incorporated into the site plan by amending the overall height of the district. Some of the amendments include front yard setbacks, spacing between buildings, large walls, both vertical and horizontal dimensions, building size, building envelope, and land use standards. The overall intent of the amended standards (See Applicants Narrative for specific amended standards) is to create a pedestrian streetscape along Marshall Way similar to the pedestrian experience that exists south of the Canal in the 5th Avenue District. This includes angled parking, wider sidewalks, buildings that engage the streets, etc.

The development standards propose to modify the height of three buildings (Building C, J and K) within the project. In order to accurately decide on the proposed height, the application, the architecture, including materials, colors and other site and building design details, normally approved by the Development Review Board, will be approved by the City Council. This approach enables the City Council to determine how the final project will ultimately be designed.

Policy Implications.

This is the first Infill Incentive District and Infill Incentive Plan request made in the City of Scottsdale. The proposed project is in keeping with the Scottsdale General Plan designation for a mixed-use neighborhood in the downtown area. The addition of residential units, a retail focus along Marshall Way, public open space, public art and pedestrian amenities proposed for development as part of this project, make this prominent but currently vacant and underutilized corner a positive addition to the downtown area.

Community Involvement.

The applicant has held two public open houses with regards to their proposed project along with various community meetings with the following organizations: Downtown Scottsdale Partnership, TOPS group, Villa Adrian & Villa d'Este Neighborhood Associations and other numerous interested citizens and Downtown property owners (See Attached Citizen Involvement Plan and Report, Attachment #9).

Community Impact.

This site has approval for 1,100,000 square feet of mixed-uses through previous zoning actions and redevelopment agreements. This proposal intends to utilize similar square footages and through the use of the amended development standards, provide for greater pedestrian connections, open space areas and enhance the Downtown experience. The proposal, via the pedestrian retail experience of Marshall Way, connects the Fashion Square area and north bank to the south bank and 5th Avenue District. The proposal will compliment the City's Canal Bank project by enhancing this corridor with additional pedestrian bridges across the canal, providing an amphitheater for future public events, and creating signature uses on the retail corners to further activate the canal. The signature 13-story residential buildings will create a significant skyline to the Camelback Road Corridor that has existing tall buildings. The provision of public parking and angled street parking on Marshall Way will enhance parking in the Downtown. The design of the proposal with its open space plazas and sidewalk enhancements will be a benchmark for further redevelopment in the Downtown. This approval of not only the amended standards, which provide height flexibility but the detail behind this application with regards to the architecture, is intended to provide a quality development proposal that meets the goals set forth for this area and City Council's Downtown Vision Principles.

**ARCHITECTURAL
CHARACTER**

The desired architectural character of the project has been directed by the City Council and borrows primarily from Mission Style and Spanish Colonial Revival/Santa Barbara architectural traditions.

**DRB/PC JOINT
STUDY SESSION**

On August 27, 2003 the Scottsdale Development Review Board (DRB) and the Scottsdale Planning Commission (PC) held a joint study session on the proposed Scottsdale Waterfront Infill Incentive Plan. Some of the items listed below were a general consensus of opinions from the two boards while other comments represented individual ideas. The following is a synopsis of the discussion at the study session:

Site Plan:

- There was a general positive consensus that the location and massing of buildings on the site plan are appropriate.
- It was suggested that stronger connections between the project and the Arizona Canal need to be created and more activity along the canal should be encouraged.

Architectural Character:

- The character of the project is predominantly defined by the retail along Marshall Way and Camelback Road.
- Some board and commission members expressed that the project seems to be a nostalgic interpretation of architecture seen in other national locations (Florida and California), others had a positive response to the nostalgic architecture.
- A suggestion was made that the project architecture needs to consider and reflect its surrounding context more than it does currently.

Marshall Way/Camelback Road Discussion:

- The building along the west side of Marshall Way (building C) will need to provide the same attention to detail at the pedestrian level as is provided along the east side of Marshall Way.
- The pueblo architectural element in the Marshall Way elevation is out of place and needs to be redesigned to better fit with the remainder of the architecture along this elevation.
- The rhythm of the architecture along the Camelback Road and Marshall Way elevations appears too uniform especially the matching roof lines and tile roofing materials.
- Overall retail, massing and pedestrian scale is positive

Residential Tower Buildings:

- The residential tower architecture attempts to break down the massing of the buildings. The vertical massing needs more break down than what is proposed currently.
- The project needs to respond more to the desert sun environment – include more recessing on the buildings, mature shade trees on the site and covered walkways at the pedestrian levels.
- Need to specifically define where and how the building heights will be measured from.

**STAFF
RECOMMENDATION****Recommended Approach:**

Staff recommends approval, subject to the attached stipulations. Staff established a set of goals and objectives that encompass the first seven bullet

points under Key Items for Consideration on page 1 of this Staff report.

1. The application is a key component to the success of the Arizona Canal pedestrian corridor by providing residents directly along its frontage along with providing a public amphitheater and gathering space along the canal.
2. The proposal connects the retail strength of Fashion Square to Downtown Scottsdale's established 5th Avenue District by providing for retail corridor along Marshall Way.
3. As the design of this project is also subject to approval with this process, the design character will be set with a mix of architectural influences present within Scottsdale.
4. With the mixture of uses, open space plazas, pedestrian oriented urban design, arts and cultural components, the proposal will enhance not only the Downtown experience, but continue to support Downtown as tourist destination and gathering place.
5. The provision of transit stops, pedestrian alternatives, trolley stops, and location within the Downtown demonstrates the projects access to alternate modes of transportation.
6. The proposal includes approval of colors and materials by the City Council so as to ensure quality materials be used in the overall development of this project.
7. Finally, as the City Council set forth their Downtown Vision Principles, this application, through the use of the Infill Incentive District, created a plan, development standards, stipulations and process to meet these principles.


**RESPONSIBLE
DEPT(S)**

Planning and Development Services Department
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9/5/07
Date

ATTACHMENTS

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Land Use Map
4. Zoning Map
5. Stipulations
6. Traffic Impact Summary
7. Draft Infill Incentive Ordinance Language
8. Economic Focus Area and Infill Incentive District Graphic
9. Citizen Involvement
10. City Council's Downtown Vision Principles
11. Project Support Graphic
12. Site Plan and Supporting Graphics

PROJECT NARRATIVE

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PROJECT NARRATIVE

The Scottsdale Waterfront Project application will result in the establishment of an Infill Incentive District and adoption of an Infill Incentive Plan under the provisions of Arizona Revised Statutes (A.R.S. Sec 9-499.10, discussed in detail later in this Narrative). Part of the 2000 Growing Smarter Plus legislation, Infill Incentive Districts provide cities with the authority to expedite processing of applications and plans, waive municipal fees and allow amendment of development standards in areas that meet specified criteria. The criteria are meant to stimulate private investment in areas where special incentives are needed – where, for example, there is a large number of vacant or underused parcels or an absence of development and investment activity compared to other areas in the city.

Over the past years, much discussion has focused on the "decline" of Downtown Scottsdale. Investment and new development have moved north. Competition from adjoining communities for new offices, employment centers, retail uses and resorts is fierce. There are vacancies in the Downtown area and concern about declining quality and property values. It is time to take decisive steps to turn things around. Through the Infill Incentive District the Scottsdale Waterfront Project can provide a mechanism for stimulating new investment Downtown.

I. A BRIEF HISTORY

A. **Approved Zoning**

In early 1996, Cases 43-ZN-95 and 19-GP-95 were approved by the City Council. These cases included the expansion of Scottsdale Fashion Square south, across Camelback Road, and the first Nordstrom store in the Valley, with its above-grade parking structure. The Scottsdale Waterfront portion of this application was rezoned to create a mixed-use development that was widely hailed as the first step in Scottsdale's long-held dream of a vibrant urban waterfront environment that could help stimulate new investment throughout Downtown.

Approved zoning for the Scottsdale Waterfront site is Regional Commercial Office-Type 2 (D/RCO-Type 2) with a Planned Block Development (PBD) overlay. The Waterfront project was approved for approximately 1.1 million sq. ft. of gross floor area with a mix of retail, office, hotel, and entertainment uses (including a movie theater complex).

The plan envisioned an active and intense urban district that represented a transition in the scale and types of uses from the large, national chains found at the mall to the smaller, more unique shops, restaurants and galleries south of the Arizona Canal. As approved, an almost solid wall of 65-foot tall buildings were to line the canal. Among these was a vast movie theater complex with its back wall facing the canal. Less than one acre (0.9 acres) of open space was provided.

The zoning approval included modification of site development standards, as allowed under the Planned Block Development overlay. These modifications are addressed in Section VI of this Narrative. A comparison between the approved/entitled plan, the January, 2003 plan (reviewed extensively by the community) and the current plan is shown on page 10.

B. Downtown Planning

Development of the Scottsdale Waterfront property has long been viewed as critical to the long-term sustainability of Downtown Scottsdale as the commercial, cultural, and civic heart of the community. Over the years, the City has expended a massive amount of time, community energy and money in studies and planning work in the Downtown. More than 20 plans, policy documents and other studies have been published in attempts to pave the way for a healthy and unique downtown area. Among these are:

Downtown Plan – Guidelines, Implementation Program, Functional Use and Circulation Policy, 4/83

Scottsdale Downtown Area Study, JHK Associates, 10/83

Downtown Plan – Zoning Ordinance, 1/85

Downtown Plan – Urban Design and Architectural Guidelines, 7/86

Scottsdale Canal Bank Study – Final Report and Recommendation, 4/20/87

Historic Resources Preservation Task Force- Scottsdale Preservation Plan 1990

Arizona Canal Master Development Plan, Sasaki Associates, 1990

Artscape – A Public Art Plan for Scottsdale, Drake & Associates, 7/90

Waterfront Area Redevelopment Plan – 6/7/94

City of Scottsdale Bicycle/Pedestrian Transportation Plan, 12/94

Downtown Plan – Land Use, 10/88

CityShape 2020 Comprehensive Report, 3/90

Scottsdale Transit Plan, Parsons Brinckerhoff, 6/97

The Other Plan for Scottsdale (TOPS), 1999

Sensitive Design Principles – 3/3/01

Scottsdale General Plan, 2002

Downtown Scottsdale Development Program and Action Strategies, ERA/Smith Group (undated)

Downtown Task Force – Final Report (undated)

Arizona Canal in Downtown Scottsdale Focus Group Report, 4/02

Arizona Canal in Downtown Scottsdale – Community Workshops Summary Report, 5/02

City of Scottsdale 2002-2004 Economic Vitality Strategic Plan DRAFT, 9/02

Downtown Plan – Summary, 12/86

Clearly, the downtown area has long been a high priority for the City, and within the Downtown, the land along the Arizona Canal has been seen as both as an exciting opportunity and a tremendous challenge.

The opportunity lies in the chance to create a great new urban place within Scottsdale's core – a place that expresses the history, culture and quality of the city. The canal has been described as symbolizing the prehistoric cultures and energizing water resources that led to cultivation and, eventually, urbanization in the Valley of the Sun. Water has symbolic, spiritual, historic, economic and aesthetic values important to Scottsdale life. Here, at Scottsdale Waterfront, lies the chance to express something unique about this desert city. The vacant land and resources are in place. Strong activity centers are located north and south of the site. The Waterfront can connect the north and south sides of the canal, making a strong contribution to Downtown as a whole.

At the same time, there have been challenges. The project approved in 1995 was not built, and was followed by a succession of development proposals and concepts that failed to gain much of a toehold. A major development proposal on the south side of the canal was rejected by voters. There has been continuing debate about the character, scale, quality and land uses appropriate for Downtown. To some, the Arizona Canal is seen as a barrier to circulation between Scottsdale Fashion Square and the historic Downtown districts to the south. It is seen as important in providing water and electrical services to the Valley, but as having a 'utility

corridor' character, lined with the backsides of buildings to the south and alleyways lined with dumpsters and other less-than-attractive features. Strong competition has emerged from new developments in the Highway 101 corridor to the north. Approval of large-scale, up-scale new retail, residential, restaurant and employment complexes in North Scottsdale and Phoenix has enticed some downtown shops and galleries into heading north. There is turnover in Downtown businesses and many vacant storefronts. Downtown's character is changing in some areas. There is a growing sense of urgency about the need to do something positive Downtown. The Scottsdale Waterfront Project is in a good position to make a difference.

II. SCOTTSDALE WATERFRONT PROJECT – VISION

For almost 20 years, Scottsdale has been trying to do something to celebrate the Arizona Canal and to encourage creative, pedestrian-oriented development along it, with the notion that this development might be the catalyst for stimulating a downtown renaissance.

In a sense, it could take Scottsdale back to some semblance of the 'good old days' when downtown was a mecca for shoppers, browsers, diners and a tourist 'must see' attraction. Its collection of high-quality, one-of-a-kind shops made it a destination for many and a substantial contributor to the City's economy.

It had an enviable concentration of art galleries, artist studios and well-regarded dealers in authentic Native American art. Scottsdale's gallery district is still strong, the most distinctive feature of today's downtown.



Historically, the downtown was also a fashion center where people could sample the latest trends in Southwestern design.

Downtown Scottsdale was – and could be again – on the cutting edge of art and retail culture, a 'happening place' known for more than its nightlife.

At last, this dream of revitalization is going to become reality. Its centerpiece is the Scottsdale Waterfront Project, which is on track to break ground by the end of 2004, with City Council during October, 2003. The potential influence of this project can spread south to Scottsdale's historic heart – and north to serve as a vital connection between older parts of downtown and Scottsdale Fashion Square.



It can stimulate new investment in the historic downtown. It can help stem the tide of businesses migrating north to (allegedly) greener pastures. It can, in a very real sense, help Downtown return to those dearly remembered days of yesteryear when there was something unique and wonderful happening downtown.

The focus of the Scottsdale Waterfront is the Arizona Canal. The City and Scottsdale Waterfront, LLC, can work together to create not just a pleasant landscaped

canal path, but another new, great downtown place – the equivalent of Civic Center Mall's open space and activities in the north part of downtown. As currently envisioned, the Scottsdale Waterfront will seamlessly blend its five-plus acres of open space with the City's canal improvement area.

East of Marshall Way will be an active pedestrian district with a central public gathering place, performance area, cafes and unique attractions. With the City's involvement, there will be art, events, festivals, things to do and see. Pedestrian bridges will make it easy to walk across the canal for lunch or shopping.

From Scottsdale Road and Camelback, passing motorists can get a sense of the canal environment looking across a large plaza towards the canal. Buildings at this intersection are set well back to open up corner views and a symbolic downtown gateway can be created.

Along the canal west of Marshall Way, the tempo slows. Here is a zone for reflecting on Scottsdale's natural and cultural environment and for creating an appropriate transition to nearby neighborhoods. A park-like garden is envisioned at Goldwater Boulevard with quiet paths and an interpretive theme that speaks to history, nature and neighborhoods.

The Arizona Canal is truly the soul of Scottsdale Waterfront. Buildings and public open space within the project are sited to create views and access to it. Working with the City, its place in Scottsdale will be, at last, celebrated in style.

Marshall Way north of the canal will be dramatically changed. A new gateway to downtown will be located at Marshall Way and Camelback Road. Marshall Way will become an active pedestrian "Main Street" lined with shops and restaurants on both sides. Roadway lanes will be narrowed, sidewalks widened and angled parking provided.

From Nordstrom's east entrance, people will be drawn south along Marshall Way. With all the things to do and see, the walk south will be a breeze. If people shop to the Marshall Way bridge and then stop for coffee there, it's only a short stroll across the Village Square plaza to the many attractions of the historic downtown.

Perhaps most importantly, the Scottsdale Waterfront Project will bring approximately 1,000 new residents into the heart of downtown – people who will own lofts, condominiums and townhomes – people who will contribute greatly to the life, sustainability and future health of downtown. These residents will become involved as advocates for downtown improvement and play leading roles in stimulating new investment.

For these fortunate new downtown residents, art, cultural activities, great shopping and dining are only a short walk away. In walking, these folks can "learn" their downtown neighborhood, discover new shops and restaurants and appreciate the ambiance of the place. With more eyes on the street, there's a greater sense of security too, and it's likely that someone will hear about it if issues arise with maintenance or undesirable activities.

For exercise, residents can glory in the great Arizona outdoors, walking right out of their homes to the canal bank paths and extending their walks south into the gallery district or north into Scottsdale Fashion Square. There are many options – all of which can contribute to the life and vitality of downtown.

All of this can be accomplished without disturbing any part of the environmentally sensitive Sonoran Desert. In fact, the Scottsdale Waterfront Project will generate significant sales tax revenues to benefit the City's desert preserve acquisition program.

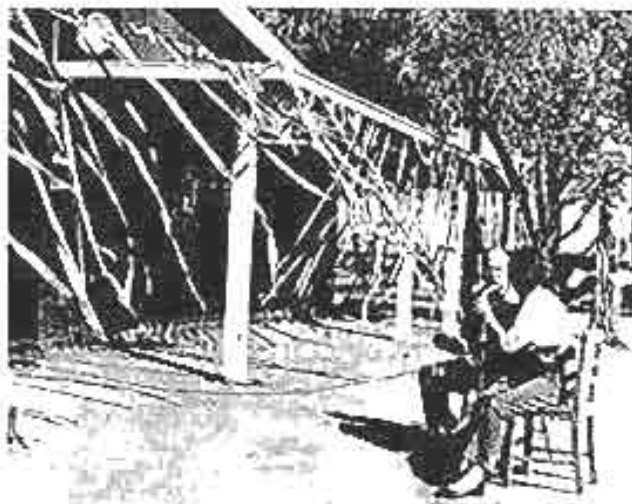
In summary – what is the vision for the Scottsdale Waterfront Project? The vision is that the Scottsdale Waterfront Project can trigger the renaissance of Downtown by:

- bringing 1 000 new resident advocates to Downtown to support downtown businesses and activity;
- creating great new public spaces in the north part of Downtown;
- celebrating the Arizona Canal and its significance;
- creating an amenity that can be enjoyed by residents of existing neighborhoods to the west;
- connecting existing districts north and south of the canal;
- encouraging walking and a pedestrian-oriented environment;
- setting a new, high, standard for architectural design with a landmark Arizona style; and
- developing art and cultural attractions that reflect Scottsdale's unique heritage and environment.

Finally the Scottsdale Waterfront Project will express the recurring themes evident in the 20-plus Downtown planning and policy studies that have been published since the 1980s. These themes have been brought forth repeatedly in document after document. Major themes, mentioned in ten or more of these studies, include:

Pedestrian-friendly -- encourage walking
not driving
Reflect western heritage
Provide art and cultural attractions
Encourage transit use
Provide connections to all of downtown
High quality design
Create a unique sense of place
Improve parking

Appeal to both tourists and residents
Create an active 24-hour place
Build unique streets, bridges
Provide pedestrian comfort and safety
Beautify the canal
Sense of nature
Oasis, celebrate water
Create major public gathering places
Create landmarks



The Scottsdale Waterfront Project is a beginning, not an end. With approval of this project, a critical stitch in the downtown fabric is put in place, but more can be expected. The Scottsdale Waterfront vision goes south of the canal and sees renovation of buildings along it to create a complementary district oriented toward the canal. It envisions new investment – new shops, lofts, galleries and restaurants competing for scarce space in existing buildings. It sees renovation of buildings, upgrading of shops with one-of-a-kind tenants...a place, worth a special trip, a "must-see" attraction for residents and visitors alike.

Sound familiar? In short, the Scottsdale Waterfront Project's vision describes a return to the quality, uniqueness and wonderful Southwestern flavor that people associate with Downtown Scottsdale – a benefit for all of Downtown and all of Scottsdale.

III. NATURE OF THIS APPLICATION

A. **Infill Incentive District**

With this application, Scottsdale Waterfront requests approval of the following:

- (1) *Establishment of an Infill Incentive District that includes the Scottsdale Waterfront property*
- (2) *Approval of the Scottsdale Waterfront Infill Incentive Plan*

Arizona Revised Statutes § 9-449.10

INFILL INCENTIVE DISTRICTS

- A. The governing body of a city or town may designate an infill incentive district in an area in the city or town that meets at least three of the following requirements:
1. There is a large number of vacant older or dilapidated buildings or structures.
 2. There is a large number of vacant or underused parcels of property, obsolete or inappropriate lot or parcel sizes or environmentally contaminated sites.
 3. There is a large number of buildings or other places where nuisances exist or occur.
 4. There is an absence or development and investment activity compared to other areas in the city or town.
 5. There is a high occurrence of crime.
 6. There is a continuing decline in population.
- B. If the governing body establishes an infill incentive district, it shall adopt an infill incentive plan to encourage redevelopment in the district. The plan may include:
1. Expedited zoning or rezoning procedures.
 2. Expedited processing of plans and proposals.
 3. Waivers of municipal fees for development activities as long as the waivers are not funded by other development fees.
 4. Relief from development standards.

Under provisions of the June 17, 2002 Tolling Agreement between the City of Scottsdale and Scottsdale Waterfront, L.L.C. (Scottsdale Waterfront), must be submitted for City Council hearings by October 15, 2003. In accordance with this agreement, Scottsdale Waterfront is submitting a site plan for the property as part of this application, and other materials as required by the City.

Upon acceptance of this submittal, and review by City staff, Scottsdale Waterfront will proceed with preparation of a detailed site plan and architectural design concepts, traffic studies and engineering work as required for public outreach and for hearings at Planning Commission and City Council. A study session with the Development Review Board is to be held in August, followed by hearings at Planning Commission in September and City Council by October 15. Development Review Board hearings are anticipated in November, 2003.

It is important to emphasize that this application is not a request for rezoning. Zoning on the property will not be changed. The primary project-specific planning elements to be approved per the Infill Incentive District and Tolling Agreement include the site plan and amendment of certain development standards and design guidelines, including building height. In order to respond to comments received during the first round of community outreach and to build a community consensus of support for a site plan and design approach, Scottsdale Waterfront will proceed energetically with detailed design concept drawings.

Once conceptual architectural and open space character studies are prepared, another extensive program of community outreach will be initiated. To date, we have held more than 20 presentations to City officials, community and homeowner organizations, property owners, retail business owners and interested individuals to get input and ideas about the Waterfront site. Hundreds of other meetings and conversations have been held with other Scottsdale citizens concerned about the future of Downtown.

After this submittal, additional meetings will be held, to include all groups and individuals previously contacted, the general public and additional interest groups. It is important that we work with the community to develop a project of the highest quality and character – one that responds to its unique urban desert environment and one that can be a significant catalyst for the renaissance of Downtown Scottsdale.

The Arizona Legislature approved the use of infill incentive districts in the 2000 *Growing Smarter Plus Act* (Arizona Revised Statutes § 9-449.10). Given concerns about growth occurring at the edges of large metropolitan areas in the state and the accompanying challenges to attracting new development to central cities, the Legislature agreed that a city or town should have the ability to create infill incentive districts under specified circumstances. Rather than expanding the use of tax increment financing, the Legislature and stakeholder groups preferred the infill incentive approach.

When examining the larger area in which the Waterfront Property is located, it is clear that more than three of the statutory requirements are satisfied, thus making the Property eligible for infill incentive district status. With use of the infill incentive district and its accompanying plan, the City may provide relief from development standards, such as those proposed in this Narrative. These relieved standards are applicable only to property within the Incentive Infill District and will not be applicable to other downtown development. The Infill Incentive District Plan allows the City to set boundaries and tailor approvals that it believes are appropriate for the Scottsdale Waterfront Project.

The infill incentive district is the right tool to address development of the Scottsdale Waterfront property. The City is interested in encouraging use of the property, which was first underutilized and then vacant for many years. Development of the north side of the Arizona Canal will help foster renewal of the south bank with the City's proposed canal improvements serving as the virtual and actual bridge between these two sections of downtown.

B. Team Overview

The Scottsdale waterfront site is owned by Scottsdale Waterfront, LLC, a joint venture between Starwood Capital Group and Golub and Company. Starwood Capital is a privately-held real estate investment and management firm specializing in global real estate acquisition and development. Its diversified real estate investments have included the Scottsdale Waterfront property since August, 1997.

Golub and Company is a leader in luxury residential development and mixed use projects. Golub's quality reputation has been gained through the development of standard-setting buildings in Chicago and around the world.

Together, these two entities have pulled together an architectural and design team that includes

- SCB & Associates**, located in Chicago (specializing in multi-family residential, corporate office, and retail projects)

- H & S International**, located in Scottsdale (a Taliesin-inspired holistic architecture practice with an emphasis on environmental respect and exterior-interior awareness)

- Drake & Associates**, located in Scottsdale (a national firm designing public spaces, public art programs, livable streets and "people places").

The project team represents expertise in large-scale development of the type proposed, exceptional design experience and proven sensitivity to the planning, design and development context of Scottsdale.

IV. SCOTTSDALE WATERFRONT PROJECT – SITE PLAN

A. Objectives

The site plan focuses on three primary planning objectives:

- (1) Creating vital, high-quality residential options in the heart of Downtown
- (2) Creating a strong linkage between Scottsdale Fashion Square and Downtown south of the canal through activation of Marshall Way; and
- (3) Creating an amenity-rich environment that supports the City's canal bank improvement efforts and is an important, distinctive destination compatible with adjoining residential uses

B. The Site Plan: A Response to Community Outreach

An important first step in assessing the feasibility of the Scottsdale Waterfront development concept has been to conduct extensive community outreach at a very early stage of the project. Well before site plan concepts were finalized, preliminary designs were taken to the community to get comments. The intention was to use community comment in shaping the next level of site planning and design – the level represented by this application.

Since January, 2003, more than 20 meetings were conducted with community groups and organizations. Additional meetings were held with City officials and interested individuals. Some groups and individuals were contacted multiple times, and a constructive dialogue resulted. Many good ideas, critical input and other feedback resulted. Meetings held included, among others, the following:

Whitwood, Villa D'Este, Villa Adnan neighborhood leaders
Scottsdale Focus
Downtown Scottsdale Partnership Board
Norman, Alan and Roland Tang
Greg Thompson
Chris Vinger
Fred Unger, Spring Creek Development
Fifth Avenue Merchants Association Board of Directors

Barbara Espinoza, Save Old Scottsdale
Tom Giller
JEMB Realty
Sam West and TOPS
Scottsdale Chamber of Commerce
Scottsdale Gallery Association
Greater Pinnacle Peak Homeowners Association
Coalition of Pinnacle Peak
Scottsdale Board of Realtors

In addition, more than 275 business and property owners south of the canal were contacted individually, resulting in petition signatures in support of the Waterfront Project. The project team will revisit all of these organizations and individuals over the summer, to present and obtain feedback on the site plan and development proposal that is the subject of this application. Presentations will again be made to major community groups, including merchants, property owners, and neighborhood groups close to the site.

1. Changes Made

The site plan responds to input received at the community outreach meetings. As a direct result of this input from Scottsdale's citizens, downtown activists, community organizations, business groups, City staff and decision-makers, many changes have been made. Among these are:

- The two 13-story residential buildings have moved away from the neighborhoods west of Goldwater, to the eastern portion of the site.
- The height of these two residential buildings will be stepped-down along the canal.
- The footprints of the two buildings have been reduced in size from those in previous plans.

- The mass of the two buildings is visually reduced by stepping the building forms with greater articulation
- Buildings have been pulled away from the southwest corner of Camelback and Scottsdale Road, creating a large area of open space at this important corner
- The two 75-foot office buildings, shown in the earlier site plan as paralleling Camelback Road, have been eliminated.
- The percentage of residential uses has increased substantially
- Traffic to be generated by the project will be substantially less than that of the entitled plan.
- Over five acres of open space are included in the current plan, compared to 0.9 acres in the entitled plan
- Buildings along Camelback Road are set back a minimum of 25 feet, creating a generous area for pedestrian movement, retail activity and landscaping than previous plans.
- Buildings H and I along Camelback Road, are at heights of 36 to 45 feet (compared to 65 feet in the entitled plan). With the greater setbacks, height reduction and siting of the residential buildings, the "canyon effect" along Camelback Road has been eliminated.
- The width of auto travel lanes on Marshall Way has been reduced and the street re-designed to create an active, pedestrian-oriented environment. This creates a window for the downtown retail district on Camelback Road and will encourage movement south, across the canal and into the historic downtown
- The height of Buildings A and B is 40 feet (compared to 65 feet in the "entitled" plan). The buildings have been moved farther away from Goldwater Boulevard, creating a wide landscaped buffer between the Waterfront Project and existing neighborhoods
- With the exception of the immediate Marshall Way frontage, all uses west of Marshall Way will be residential or office. The character of open space areas west of Marshall way is passive, quiet, oriented to lower-intensity uses.
- All active public uses are located along and east of Marshall Way
- The City's canal bank improvement plans are incorporated into plans for the Waterfront Project. The Waterfront Project has been designed to respect and enhance the City's investment in the canal banks
- Buildings along the canal are sited to create a sequence of small open space areas and to reduce apparent building mass, as viewed from public areas.

As work proceeds more detailed plans and architectural design concepts will be developed and presented to the community for additional comment. All groups previously contacted will be included in this effort as well as others identified during preliminary community outreach work.



ENTITLED PLAN

June 1, 2000 (with 10% Reduction) 1.5.01.01

DENSITY: 1,000,000 SF (approx. 100%)

RETAIL	125,000 SF	10%
OFFICE	125,000 SF	10%
HOTEL	200,000 SF	20%
RESIDENTIAL	220,000 SF	20%
TOTAL GSA*	1,000,000 SF	100%

* Gross Building Area

RESIDENTIAL UNITS: 110 units

TRAFFIC IMPACT: 21,200 Daily Trips

OPEN SPACE: 0.2 Acres



JANUARY, 2003 PLAN

DENSITY: 881,000 SF
DENSITY REDUCTION: 11.1%

RETAIL	140,000 SF	11%
OFFICE	175,000 SF	12%
HOTEL	0 SF	0%
RESIDENTIAL	575,000 SF	67%
TOTAL GSA*	885,000 SF	100%

* Gross Building Area

RESIDENTIAL UNITS: 200 units

TRAFFIC IMPACT: 11,175 Daily Trips

OPEN SPACE: 0.3 Acres

BLVD OFFICE 2 and 3
135 ft. height
140,000 SF each building
Average floor plate 24,316 SF



SCOTTSDALE WATERFRONT SUBMITTED PLAN

June 2001

DENSITY: 1,000,000 SF
DENSITY REDUCTION: 0.0%

RETAIL	125,000 SF	10%
RESIDENTIAL OFF	50,000 SF	5%
HOTEL	0 SF	0%
RESIDENTIAL	825,000 SF	84%
TOTAL GSA*	1,000,000 SF	100%

* Gross Building Area

RESIDENTIAL UNITS: 1,400 units

TRAFFIC IMPACT: 1,400,000 Daily Trips

OPEN SPACE: 0.2 Acres



SCOTTSDALE WATERFRONT REVISED SITE PLAN

August 2001

DENSITY: 1,112,000 SF
DENSITY REDUCTION: 11.1%

RETAIL	125,000 SF	11%
RESIDENTIAL OFF	50,000 SF	10%
HOTEL	0 SF	0%
RESIDENTIAL	727,000 SF	75%
TOTAL GSA*	1,112,000 SF	100%

* Gross Building Area

RESIDENTIAL UNITS: 1,400 units

TRAFFIC IMPACT: Traffic Study to be prepared

OPEN SPACE: 0.2 Acres

BLVD OFFICE 2 and 3
135 ft. height
140,000 SF each building
Average floor plate 28,000 SF

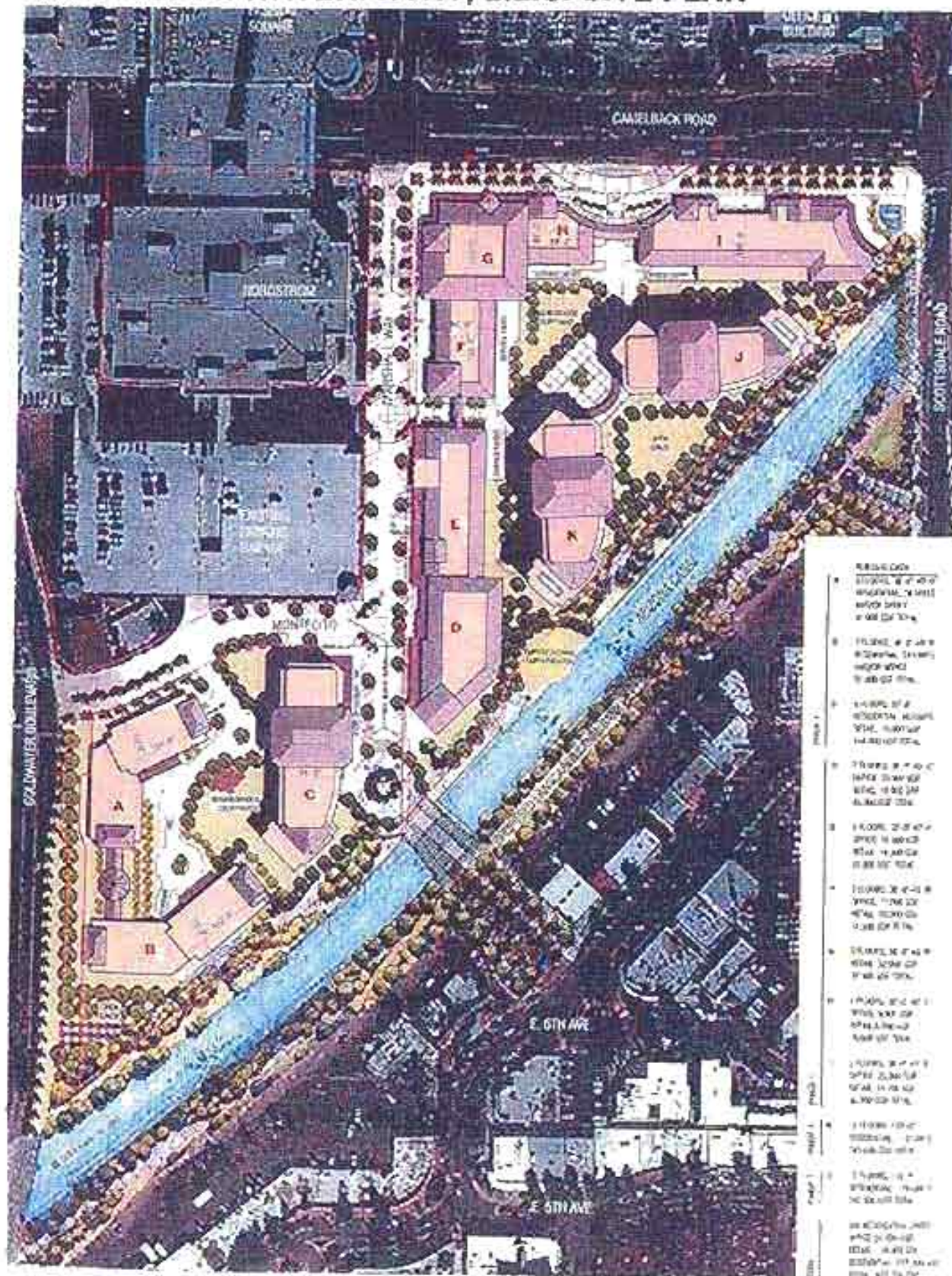
PLAN COMPARISON

Scottsdale Waterfront Project

▲ N
Scottsdale Waterfront 1.5.01.01

C. Site Plan Description

SCOTTSDALE WATERFRONT, L.L.C. SITE PLAN



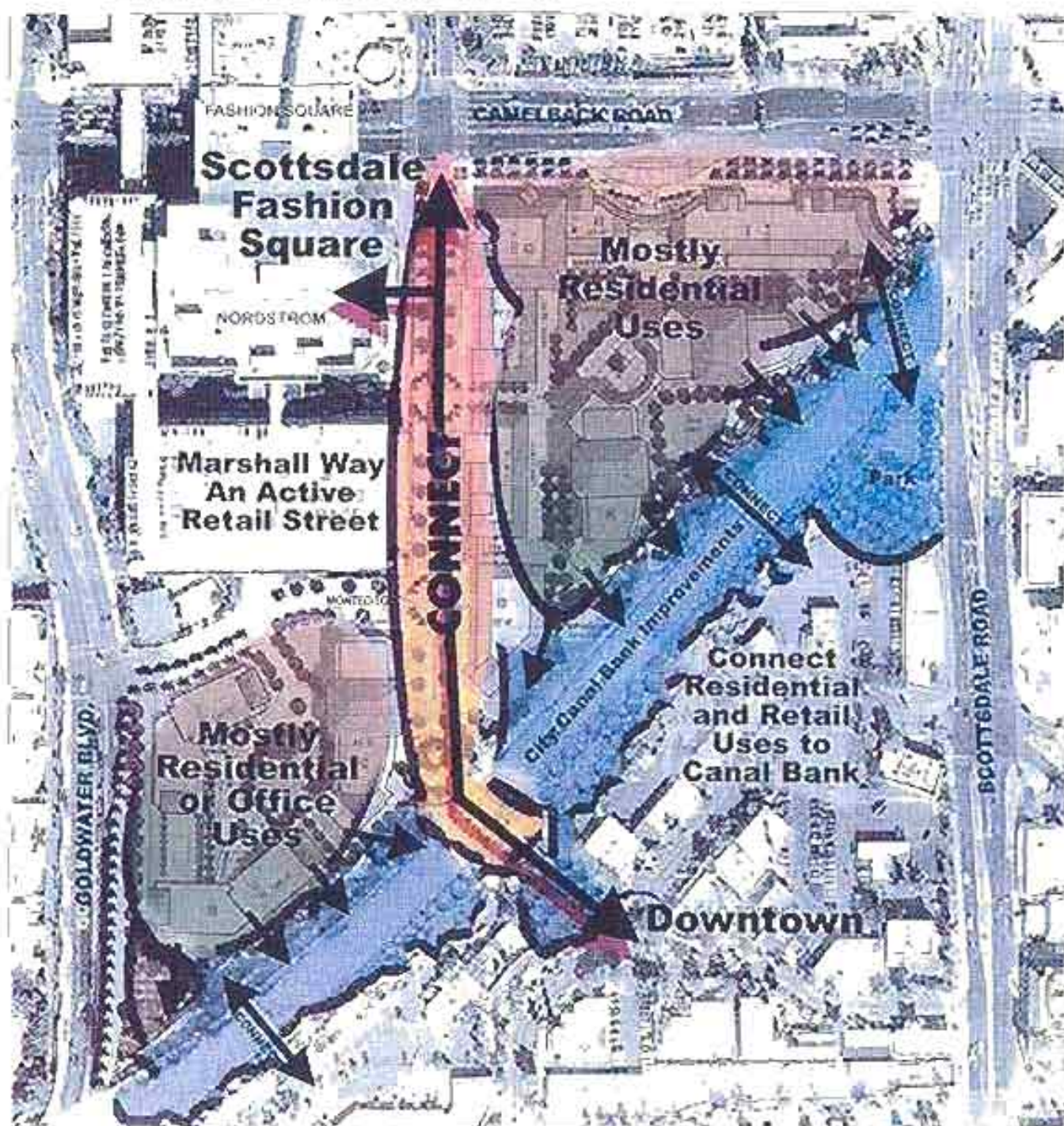
GATE PLAN

Scottsdale Waterfront

$$\text{Soc}(M_n(R)) = \{A \in M_n(R) \mid A^2 = 0\}.$$

The site plan includes three major sub-areas

- Subarea A Marshall Way
- Subarea B East Residential Area
- Subarea C West Residential/Office Area



1. Subarea A. Marshall Way

The Waterfront Project provides new life for this stretch of Marshall Way. It becomes an important gateway to the downtown area, with a presence on Camelback Road.

- The new Marshall Way is designed to encourage pedestrian travel between Scottsdale Fashion Square and areas of downtown south of the Arizona Canal. It does this by providing a beautiful, distinctive and active street, ideal for strolling, shopping, having lunch or coffee, people-watching and enjoying Scottsdale's downtown ambiance. It draws people to the City's proposed "Village Square" and substantially reduces the perceived distance between Nordstrom's and the canal.
- Retail uses and restaurants are concentrated along sides of Marshall Way from Camelback to the canal. Approximately 115,000 square feet of restaurant and retail uses are planned along Marshall Way and Camelback Road.
- The City is encouraged to modify the Nordstrom's parking garage to incorporate retail and/or restaurant uses at ground level and additional width for the sidewalk area.
- Traffic on Marshall Way is "calmed" by narrowing the street to two travel lanes, adding diagonal parking, prominently marked pedestrian crossings and street amenities.
- A gateway or other feature is to be located at the Marshall Way/Camelback Road intersection.
- The Waterfront Project's 700 to 900 new downtown residents will lend strong support to Marshall Way businesses, activity and sense of security.
- Space above Marshall Way retail spaces will be developed in condominium office uses, providing added vitality and a substantial daytime population of Downtown employees.
- Marshall Way's "Main Street" design approach lends itself to allowing full or partial closure for street fairs, farmer's markets and other special events in conjunction with programming on the canal banks and Town Square. With a Marshall Way closure, parking access can be provided from Montecito and Camelback Road.

2. Subarea B. East Residential Area

The East Residential Area is the core of the Waterfront Project. Approximately 700 people will live here, in condominiums with sweeping views of the McDowell Mountains and Camelback Mountain or in artistic loft units over shops and restaurants. These new downtown residents will actively support downtown revitalization efforts, as they shop, work, eat, collect art, reside, attend cultural events and participate as part of the downtown community.

- Building D (three stories) is currently planned for retail, office and restaurant uses with frontage along the Arizona Canal.
- Building K will house 13 stories of luxury condominiums. The building steps down in height as it approaches the canal. These units will average approximately 1,600 square feet to 2,000 square feet and will sell for prices from

\$250 per square foot to over \$650 per square foot. The building will have a resident drop-off area on the north, secure garage access and an outdoor rooftop pool/common area.

- Building J will be similar in concept to Building K. This residential building is oriented to take full advantage of McDowell and Camelback Mountain views. Building J is set far back from the intersection of Scottsdale Road and Camelback Road, creating an open space area.
- The Camelback Road/Scottsdale Road open space area can be linked to the City's park planned on the south side of the canal. This would be an ideal site for a sculptural public art installation in a garden that could serve as the venue for arts events. It is a very high-visibility site at one of Scottsdale's most significant intersections.
- Buildings F, G and H will include retail and restaurant uses at ground level, with offices above. These office units can take advantage of the active street environment of Marshall Way and, at the same time, views of the quiet residential park planned to the southeast.
- The large open space area fronting on the canal and bordered by Buildings K, and J will include a public park.

3. **Subarea C. West Residential/Office Area**

The West Residential Area represents a transition in scale, character and intensity of uses between Marshall Way and the existing neighborhoods to the west. Buildings are scaled down in height and mass and a substantial open space buffer is provided along Goldwater Boulevard. Approximately 300 people will live in this area.

- Buildings A and B are 40 feet in height, with residential or office uses. They are set back over 100 feet from the nearest homes west of Goldwater.
- Building C, at 85 feet high, includes retail and/or restaurant uses (but no nightclub uses) at ground level. This building creates an orientation point at the Marshall Way bridge. It also represents a transition from the condominium buildings and active retail areas and to quiet, lower-scale residential areas west of the bridge.
- The buildings and underground parking are accessed from an interior open space courtyard area.
- Along Goldwater Boulevard, a generous landscaped buffer and open space area are proposed. At the canal, an interpretive garden is suggested – a fragrance garden, hummingbird or butterfly garden, a garden of historic Arizona plants or a similar concept. The overall goal is to create a place of beauty, a park-like setting compatible with residential uses where people can stroll, sit and enjoy the canal area.

V. PLANNING ISSUES TO BE ADDRESSED

During the next phase of planning and design work, steps will be taken to address the many issues that may arise during community outreach and discussions with the City. Documentation will be filed as part of the *Master Design Concept Plan* showing the Waterfront Project's response to the issues. Among these issues are:

A. Relationship to City canal bank project

- Integration of landscape palettes between City and Waterfront project areas
- Definition of active and passive areas.
- Location of amenities and interpretive facilities.

B. Orientation to Marshall Way

- Possible retail uses in Nordstrom's parking garage
- Creating wider pedestrian walkway along Marshall Way at Nordstrom's garage
- Geometrics of Marshall Way cross section
- Design of pedestrian crossings, intersections
- Configuration of "cul-de-sac" area
- Relocating the Arcadia Water Company well, or working around it
- Providing continuous ground-level uses and activity of interest to pedestrians
- Creating a gateway to Downtown at Camelback Road

C. Connecting the Mall with Downtown – moving people south

- Orienting residents and visitors to "south-of-the-canal" attractions
- Encouraging people to park once and walk
- Uses and attractions that make walking along Marshall Way a pleasure
- An anchor use, destination or attraction near the canal bridge that can help draw people south along Marshall Way
- Interface with trolleys, transit

D. Canal bridges/Town Square/art bridges

- Location of bridges
- Possible vehicular use of Marshall Way bridge except during special events
- Artist involvement in bridge design
- Bridge access and connections north and south
- Linkages to open space, event venues, activity areas

E. Downtown residential infill/saving the desert

- North side of canal appropriate for taller buildings, transitioning from Scottsdale Fashion Square and other tall buildings in area
- Downtown residential uses should be strongly encouraged
- Creates an alternative, desirable Scottsdale lifestyle
- Increased downtown residential population encourages infill rather than sprawl
- Downtown residents will support restaurants, galleries, shops
- Downtown residents will create a new voice to support downtown

F. Sun Circle Trail

- National Recreation Trail, must be accommodated along south bank.
- Users include bicyclists, hikers/pedestrians, equestrians.
- Trail routed north of canal at Scottsdale Road, to cross intersection at the Camelback/Scottsdale Road traffic signal unless an acceptable alternative route can be found
- Possible re-design of intersection to accommodate equestrian use

G. Neighbors to the west

- Minimize visibility of project from neighborhood
- Minimize traffic on Goldwater
- Provide pedestrian access between project and neighborhoods
- Adjoining Waterfront Project uses to be residential, quiet open space, no late-night, noisy public uses

H. Parking and service

- Most parking to be below-grade (least visually obtrusive but high cost)
- Locate parking garage ramps to minimize conflicts with pedestrian movement
- Servicing restaurant and retail uses from below-grade or from public street to be determined
- Define method for resident deliveries: loading, guest parking
- Potential impacts on residents from restaurant/food service uses

I. Traffic

- Overall traffic volumes to be substantially reduced over entitled plan
- How do residents access areas south of canal if driving?
- Feasibility of allowing limited private vehicular use of Marshall Way bridge
- Trolley and transit stops
- Provision for bicycle access and parking
- Determine projected trip distribution

J. Attractions and amenities

- Explore costs and feasibility of major attractions. Select attractions to be sited in the Scottsdale Waterfront Project. Among those suggested to date are:
 - an artist-designed carousel with the theme of cowboys, Native Americans and desert critters
 - a Frank Lloyd Wright Usonian House
 - a Frank Lloyd Wright visitor center
 - other visitor center
 - large-scale water feature, possibly interactive
 - amphitheater, major events/program venue
 - sculpture garden
 - interpretive features showcasing Scottsdale history, environment
 - major public art works
- Develop concepts for pedestrian amenities along Marshall Way and other street frontages, including shade, seating, water, way-finding information
- As the site plan evolves, explore potential for creating one or more pedestrian plazas with water features, special design themes

K. "Uniquely Scottsdale" architecture

- Of great importance to all concerned
- Architectural design to be of "highest quality"
- Architecture to be direct response to Arizona climate, environment, heritage, lifestyle, character
- Architecture to be distinctive, non-generic, wonderful
- Architecture to address Scottsdale Sensitive Design Guidelines and Downtown Design Guidelines

L. Gateways to downtown

- Create a sense of the larger downtown area
- Key "gateways" at Camelback/Marshall Way and Camelback/Scottsdale Rd

- Both areas include plazas/open space suitable for special treatment
- Determine character of gateway elements – public art, special landscaping, signage, streetscape theme, water feature, etc.

M. Open space character/venues

- Relationship of potential public gathering places to larger scope of Downtown improvements/uses
- General types of uses, activities, events to be accommodated
- Consolidate open space into single major space or provide a scattering of smaller open spaces and plazas?
- Management, maintenance and security considerations
- Impact of uses on residents

VI. Infill Incentive District Development Standards

Following is description of requested development standards for the Waterfront Infill Incentive District. As the specifics of architecture, pedestrian plazas and open space areas take shape, this description may need to be updated

Zoning for the Scottsdale Waterfront property is Downtown RCO-PBD Type 2, as approved in zoning cases 43-ZN-95 and 06-ZN-89 #2. It should be noted that the proposed Infill Incentive District Development Standards apply only to the Scottsdale Waterfront property as represented in this application. Other properties addressed in zoning cases 43-ZN-95 and 06-ZN-89#2 (including Nordstroms and Scottsdale Fashion Square bridge sites) remain subject to amended property development standards and other stipulations as approved previously.

A. Property Development Standards

Approval of the following property development standards is requested.

Type of Standard	Requested Property Development Standard
Floor Area Ratio	2.0
Gross Floor Area	1,100,000 sq. ft maximum
Front Yard Setback – Camelback Road	25 ft. except for 25% of frontage which may be reduced to 10 ft.
Front Yard Setback – Marshall Way and Montecito	0 ft.
Spacing Between Buildings-Minimum	Except for areas where connections for bridges, loading docks, mechanical rooms, etc. are required (which will result in no minimum spacing between buildings) provide a minimum spacing of thirty feet (30') between buildings (<i>Sec. 5 3060, Schedule B, III, #4, Scottsdale Zoning Ordinance</i>)
Large Walls-Vertical Dimension	Waive requirement for limits of the "vertical dimension" of large walls for all buildings on the site (<i>Section 5 3061 F-2</i>).

✓
✓ floor area

Type of Standard	Requested Property Development Standard
Large Walls-Horizontal Dimension	Waive requirement for limits of the horizontal dimension of large walls for all internal building facades and buildings facing Marshall Way and facades of buildings facing the Arizona canal (Section 5.3061 F-1). Waive requirements for interior side walls within 100 feet of front setback (Section 5.3061).
Required Parking	Allow a 20% reduction in total required parking. <i>NOTE: As the land use mix is finalized, the submitted parking analysis will be updated, if necessary.</i>
Building Lines	(Sec. 5.3060, Schedule B, III, 8.) Waive the requirement that 25% of front building face to be at the front building setback on Marshall Way, Camelback Road and Goldwater Boulevard
Building Size Maximum	(Section 5.3060, Schedule B, III, #3). Waive the requirements of Section 5.3061 D-1, D-2, and D-3 for the entire site area in this application. No maximum building size stipulations will be required for any residential, retail, office, hotel or parking structures
Building Envelope	(Sec. 5.3060, Schedule B, III 6). Waive the required building envelope requirements for all locations on the site where encroachments beyond the inclined stepback plane occur.
Encroachments Beyond Inclined Step-back Plane	(Sec. 5.3060, Schedule B, III, 7) Allow the vertical encroachment to exceed 15 feet on a maximum of 100% of the length of an elevation of an individual building. Encroachment, however, shall not exceed 50% of the total street frontage.
Maximum Building Heights	(Sec. 5.3060, Schedule B, III, 2b and 2c.) Allowable maximum building height and number of floor levels shall be 135' to the building roof and 13 levels. The 135-foot building height does not include mechanical and elevator machinery enclosures and architectural elements. Building height shall be measured from lowest finished floor elevation.

Type of Standard	Requested Property Development Standard
Exceptions to Height Limits	Sec. 5.3063, C: The maximum allowable percentage of necessary structures above the roof shall be 30% of the building foot-print. These structures may be located at the edge of the roof (not set back from the edge) and be up to 24 ft above the adjacent roof height.
Screening and landscaping	Section 5.3062, B: The minimum number of mature trees shall be 1 per 5,000 s.f. of landscape area.
Private outdoor living spaces	Sec. 5.3060, Schedule B, III, 9: Ground floor outdoor living space minimum dimension shall be 5 ft.
Section 5.3030. Land Use Standards	Within the Regional Commercial Office sub-district of the Downtown zoning district, Schedule A, <i>Land Use Regulation for Subdivisions of the (D) Downtown District</i> , allow Cultural Institutions as a permitted use.
ARTICLE VIII. SIGN REQUIREMENTS	Modified sign requirements may be requested based on further analysis, design studies and discussions with City staff.

B. Design and Architectural Guidelines

The Scottsdale Waterfront Project falls within a "Type 2 (Intermediate)" Downtown Development Area. Urban Design goals for Type 2 areas include:

- Development of unified street spaces with consistent design principles for the building setback zone.
- Development of pedestrian and vehicular linkages between adjacent large projects.
- Consistent planting design principles to achieve visual structure on important arterial streets.
- Careful handling of architectural form to reduce the apparent size and bulk of larger buildings.

The Scottsdale Waterfront Project strongly supports these goals. The *Downtown Plan*, however, was approved in 1986, when a project of this complexity on the north side of the canal was not anticipated. Most of the guidelines are primarily designed to address the type of development found south of the canal – lower-scale, less intense, on small parcels.

Recognizing the changes that have occurred over the past 17 years, the scale of this project and its potential to create a unique and significant pedestrian-oriented urban place within the Downtown, the following urban design and architectural guidelines are proposed:

1. Site Development

a. The Continuity of Street Spaces (Type 2 Development Areas)

Allow siting of buildings at oblique angles along Camelback Road and Scottsdale Road where community input has stressed avoiding the "canyon effect" on these street frontages.

Allow building front elevations to be located behind the front setback line, providing a generous pedestrian walkway and landscape buffer along adjoining streets.

On Camelback Road: Buildings may be sited at oblique angles and behind the front setback line to create a desirable pedestrian environment and streetscape and to allow views toward interior plazas and the canal.

On Scottsdale Road: Buildings may be sited at oblique angles and/or behind the front setback line to open up this important corner visually, creating a new public open space area with views to the canal.

On Marshall Way: A minimum of 25% of the building front elevations will be placed no more than 20 ft. behind the front setback line when provided with covered pedestrian walkways at the building facade and 25 feet in locations without covered walkways. This recognizes the planned character of Marshall Way as a pedestrian-oriented retail street.

On Goldwater Boulevard: Buildings may be located behind the front setback line to create a buffer for neighborhoods to the west.

b. The Building Setback Zone

On major arterials there should be a buffer between the pedestrian and street

2. Building Form

a. Reduction of Apparent Size and Bulk

The building base should be incorporate an element using a covered walkway, architectural details, building articulation, landscaping or other means to establish a strong connection to the ground and site.

b. Covered Walkways

Provide a covered walkway, landscaping, awning, trellis or other form of shading on street-facing elevations to provide shade and reduce apparent building mass. This guideline may be waived on north- and east-facing elevations or other locations where sun protection is not required.

3. Architectural Guidelines

a. Streets: Downtown Street Trees

Street tree and planter types shall not be restricted, except as mandated by the Arizona Department of Water Resources, allowing creative flexibility in design of landscaping, plazas and open space areas.

b. Streets: Setback Area Repaving

Setback area paving materials shall not be restricted, allowing creative flexibility in design of landscaping, plazas and open space areas.

c. Site Spaces

Flexibility is requested, allowing use of turf at the proposed performance space/amphitheater in residential open space areas and other parts of the site. All use of turf is subject to Development Review Board approval and will be limited to areas for outdoor use and activities.

d. The Couplet

Buildings facing Goldwater Boulevard are not required to orient their primary elevations toward the Couplet frontage. Buildings proposed along the Couplet as part of this project are planned as residential or office uses, with primary elevations oriented either toward the canal or to an internal open space/entry court.

4. Plant Selection Guide and Street Tree Guidelines

Street tree and landscape materials shall not be restricted, except as mandated by the Arizona Department of Water Resources, allowing creative flexibility in design of landscaping, plazas and open space areas.

C. Staff Approval of Additional Modifications

Property Development Standards: It is requested that the General Manager of Planning and Development Services be given authority to approve additional modifications to the property development standards within the Waterfront Infill Incentive District, so long as the modifications do not exceed 25% of the approved standard.

Downtown Design Guidelines: It is requested that the General Manager of Planning and Development Services be given authority to approve additional modifications to the Downtown Design Guidelines within the Waterfront Infill Incentive District, so long as the modifications are consistent with stated Goals for Type 2 Uses.

Distribution and Types of Uses: Flexibility is also requested with regard to distribution and types of uses within the project. It is requested that the General Manager of Planning and Development Services be given authority to approve additional modifications to the approved number of residential units and non-residential square footages within the Waterfront Infill Incentive District, so long as the modifications do not exceed 25%.

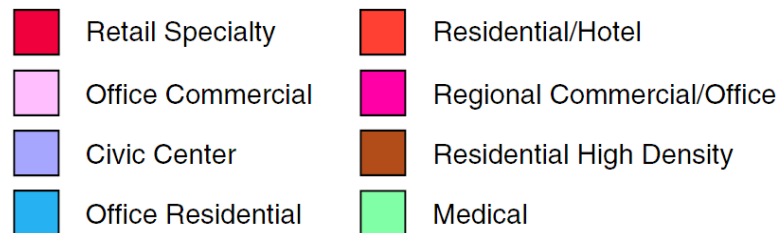
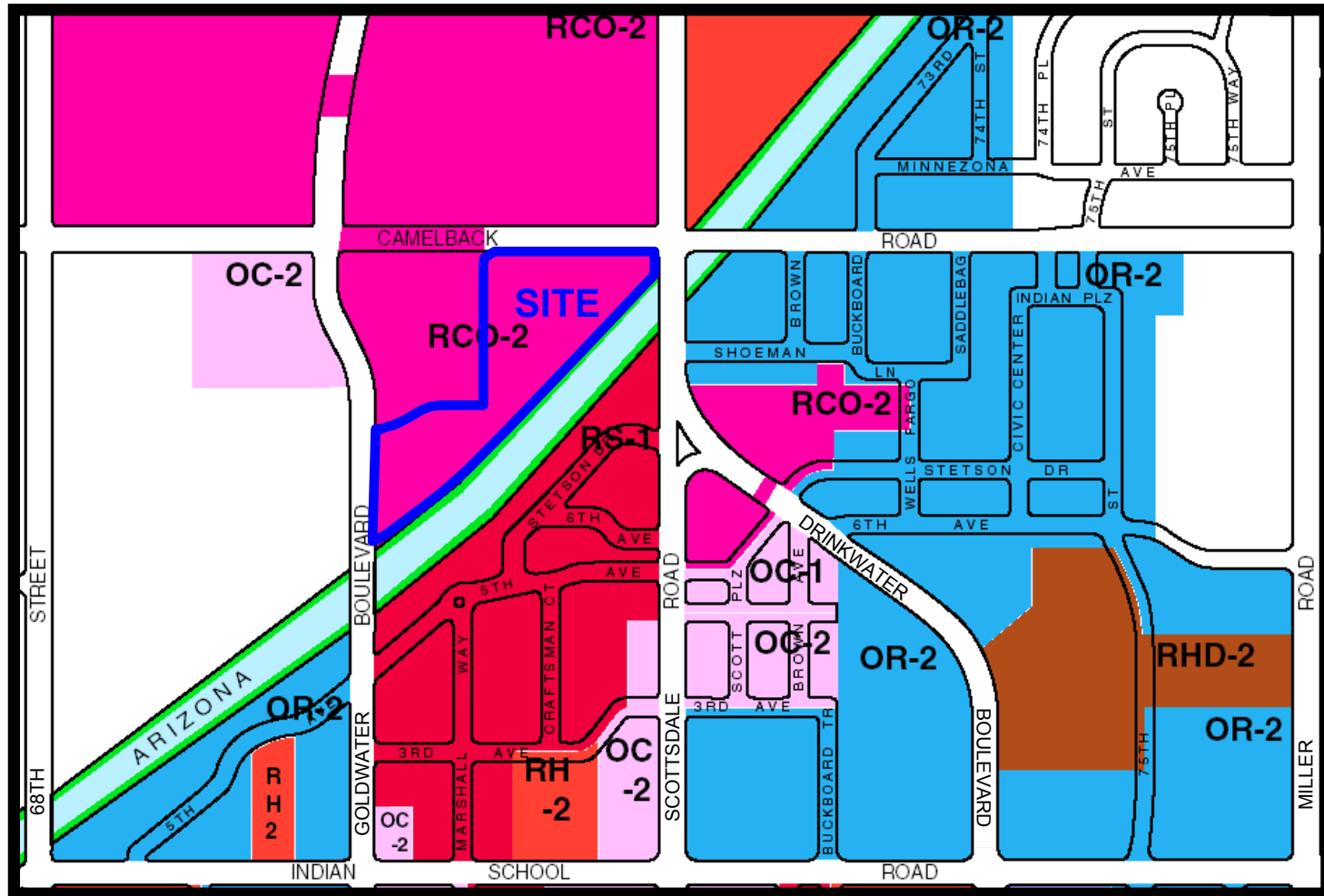


Scottsdale Waterfront

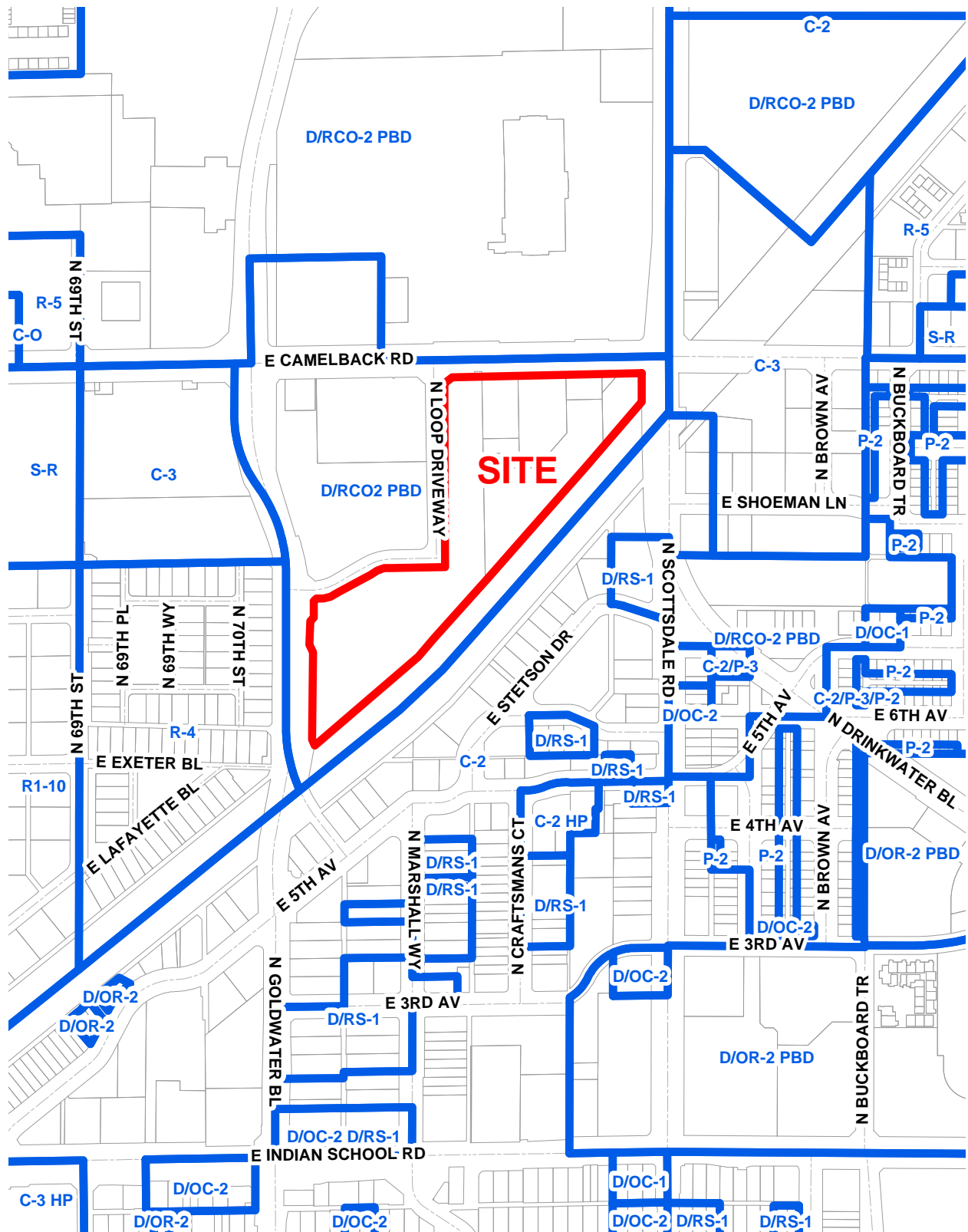
1-II-2003

ATTACHMENT #2A

Downtown General Plan



1-II-2003
ATTACHMENT #3



1-II-2003

ATTACHMENT #4



STIPULATIONS FOR CASE 1-II-2003

Outline

Section 1.0 Applicability

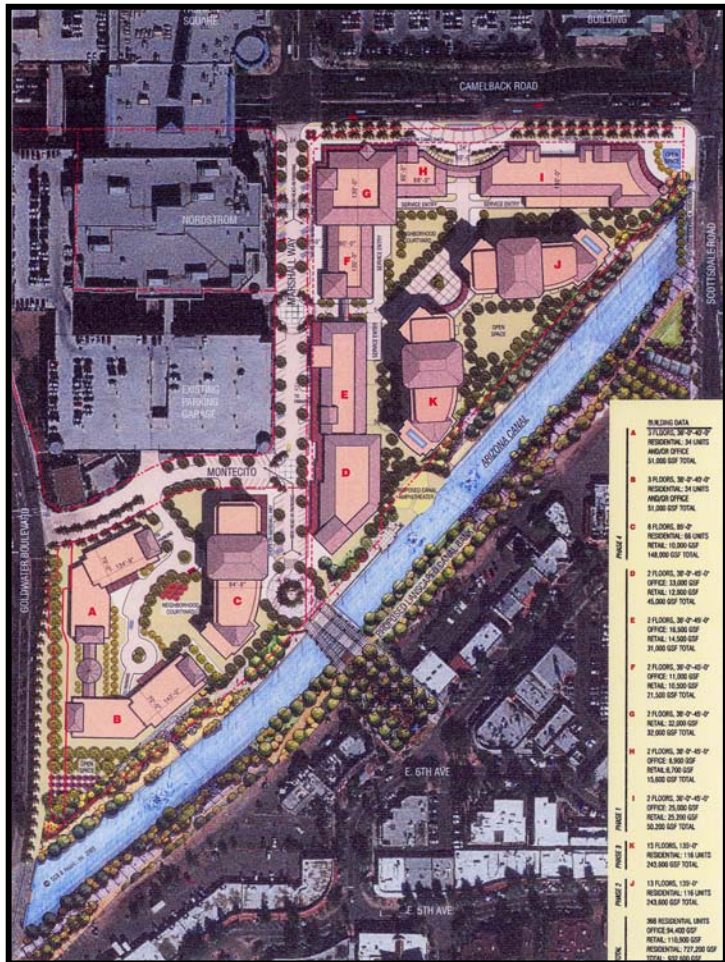
This application is to establish an Infill Incentive Plan for the Scottsdale Waterfront Project area. The Master Developer has a development plan that proposes both residential and non-residential uses onsite.

- 1.1 Infill District
- 1.2 Amendments
- 1.3 City Code References

Section 2.0 Development and Design Standards

These stipulations apply only to development within the Infill Incentive District as defined in Ordinance_____.

- 2.1 Conformance to Character
- 2.2 Conformance to Amended Development Standards
- 2.3 Sequence of Stipulation Performance
- 2.4 Master Plans
- 2.5 Development Site Stipulations



STIPULATIONS FOR CASE 1-II-2003

1. APPLICABILITY

In the event of a conflict between the stipulations for case 1-II-2003 and the Development Agreement (Agreement ____ - ____ -COS) as approved by City Council, the language in the Development Agreement shall take precedence.

1.1 INFILL DISTRICT

Ordinance ____ approves Case No. 1-II-2003 and establishes the Scottsdale Waterfront Infill Incentive District (the "Waterfront District") subject to these stipulations and the Amended Development Standards described in the project narrative dated 8/6/2003. The stipulations previously applicable to the property within the Waterfront District, adopted as part of zoning case 43-ZN-1995, are hereby superceded and replaced by the above. The Waterfront District is subject to the Infill Incentive Plan approved by City Council in Ordinance _____. The following documents, on file in the Planning and Development Services Department, make up the Infill Incentive Plan for the development of property within the Waterfront District (the "Scottsdale Waterfront Project"):

- a. Project narrative dated 8/6/2003
- b. Site plan dated 8/7/2003
- c. Preliminary Landscape Plan dated 9/5/2003
- d. Open Space Plan dated 8/8/2003
- e. Elevations dated 8/20/2003
- f. Parking Plan dated 9/5/2003
- g. Circulation Plan dated 9/5/2003

1.2 AMENDMENTS & ADDITIONAL MODIFICATIONS

- a. As an incentive for development of the Waterfront District, development approval procedures are hereby expedited and modified as provided in these stipulations. The authority for determining design and construction improvements shall be as follows:
 1. The City Council shall act as the governing authority on the design and construction of improvements that serve the Camelback Parcel (approximately 7 acres, located east of Marshall Way). Except as allowed by Section 1.2.b, any significant modifications, as determined by the Planning and Development Services General Manager or designee, to the character, elevations, site plan, and improvements submitted by the Master Developer for the Camelback Parcel shall return to subsequent public hearings before the City Council.
 2. The Development Review Board shall act as the governing authority for the design and improvements of the Goldwater Parcel (approximately 4 acres, located west of Marshall Way) of the Scottsdale Waterfront Project.
- b. The Planning & Development Services General Manager shall have the authority to approve additional modifications to the Property Development Standards, Downtown Design Guidelines, and Distribution and Types of Uses as long as the requested modifications meet the criteria set forth in the following sections:

1. Amended Development Standards: The amended development standards, approved by the City Council and described in the project narrative dated 8/6/2003 may only be modified as described below:
 - a) Modifications shall not exceed a ten (10) percent and shall be limited to the following amended development standards:
 - (i) Front Yard Setbacks for both Camelback Rd and Marshall Way,
 - (ii) Building Lines,
 - (iii) Spacing Between Buildings.
 - b) Modifications shall not exceed twenty-five (25) percent increase and shall be limited to the following amended development standards:
 - (i) Number of Dwelling Units: Total number of dwelling units proposed is 366 dwelling units. The maximum number of dwelling units allowed under this provision would be 457 dwelling units. The minimum number of dwelling units allowed is 225.
 - c) Modifications may not be made to increase the following amended development standards:
 - (i) Floor Area Ratio
 - (ii) Gross Floor Area
 - (iii) Large Walls –Vertical Dimension
 - (iv) Large Walls –Horizontal Dimension
 - (v) Encroachments Beyond Inclined Stepback Plan
 - (vi) Building Height
 - (vii) Exception to Height Limits
 - (viii) Private Outdoor Living Space
2. Distribution and Types of Uses: The proposed distribution of residential units and non-residential uses are specified in the Infill Incentive Plan. Any redistribution of the total number of residential units, and amount of non-residential uses shall be allowed within the Waterfront Infill Incentive District, as necessary. Additional modifications to the approved number of units and amount of non-residential square footage shall not exceed the total gross floor area proposed (932,500 sq ft). If the developer desires to increase the gross floor area from the proposed amount (932,500 sq ft) to the maximum allowed gross floor area in the amended development standards (or 1,100,000 sq ft), additional information such as revised traffic studies may be required by the Planning and Development Services General Manager or designee.
3. Downtown Design Guidelines: Modifications to the Downtown Design Guidelines shall be consistent with the stated Goals for Type 2 uses.

Any proposed significant changes to the amended development standards, downtown guidelines, and distribution and types of uses, as determined by the Planning and Development Services General Manager, or designee, shall be subject to subsequent public hearings before the Planning Commission and City Council.

1.3 CITY CODE REFERENCES

References made in these stipulations to specific sections of the Zoning Ordinance of the City of Scottsdale and City Code shall be deemed to mean the City Zoning Ordinance or City Code in effect on the date of approval of the Infill Incentive Plan and to any subsequent renumbering or reordering of those provisions.

2.0 DEVELOPMENT AND DESIGN STANDARDS

2.1 CONFORMANCE TO CHARACTER

The overall character of the development shall generally conform to the project narrative, dated 8/6/2003. Development of the Property shall be generally consistent with the site plan as set forth in Schedule A "Site Plan", dated 8/7/2003, which achieves the following objectives:

- A. Activate the Arizona Canal east-west as a regionally linked public amenity,
- B. Activate Marshall Way through land use and design, as a pedestrian retail experience and connection to other downtown Scottsdale districts,
- C. Urban design and architecture should embody upscale, southwestern character,
- D. Site development contributes to building a positive sense of place downtown with the inclusion of art and cultural components; unique and pedestrian-oriented urban design and architecture; and public gathering or special event spaces that promote tourism and social gatherings,
- E. Enhance mobility downtown by supporting alternate modes of transportation focusing on pedestrian-oriented urban design and advancing the downtown trolley,
- F. Development should stand the test of time through the use of upscale, quality materials.

2.2 CONFORMANCE TO AMENDED DEVELOPMENT STANDARDS

Development shall conform to the amended development standards approved in Ordinance No. _____, unless modified through Section 1.2.b.

2.3 SEQUENCE OF STIPULATION PERFORMANCE

Stipulations included in the Infill Plan concern the planning required for the design and construction of the infrastructure necessary to serve the site as it is developed. The sequence and content of this required planning is more fully described herein, but the general hierarchy of planning is as follows:

A. MASTER PLANS

The elevations, site plan, and improvements submitted by the Master Developer for the Camelback Parcel (approximately 7 acres, located east of Marshall Way) shall act as the master plans for the entire Waterfront Property, subject to City Council approval. Notwithstanding, the Master Developer may, but shall not be required to, submit Master Plans to the Development Review Board for additional phases.

B. DEVELOPMENT SITE PLANNING

The developer shall complete a detailed site plan and elevation development application to the Development Review Board for future phases of this project. Exception: The first and second phases of buildings and improvements (including site plan, landscape, civil, and similar improvements) shall only require approval of the City Council.

C. SUBDIVISION PLAT

The developer shall file a subdivision plat for City Council approval as required by state law, that includes the dedications for public rights-of-way, utilities, and infrastructure improvements prior to sale of any lot or parcel, or prior to issuance of a building permit for any Phase. As an incentive for development in the Waterfront District, the developer may file such plat as a final plat, subject only to City Council approval.

D. TIMING OF DEDICATION AND INFRASTRUCTURE IMPROVEMENTS

Dedication of any public rights-of-way, easements for water, wastewater, drainage improvements and public utilities infrastructure, and the construction of public improvements and infrastructure will occur as specified within this document.

2.4 **MASTER PLANS**

The Master Developer shall prepare and receive approval for the following master plans before any additional Development Review Board application or improvement plans are submitted, except where specifically addressed in Sections 2.4.A through 2.4.E:

- A. Master Design Concept Plan
- B. Master Circulation Plan
- C. Master Drainage Plan
- D. Master Water Plan
- E. Master Wastewater Plan

A. MASTER DESIGN CONCEPT PLAN

1. MASTER DESIGN CONCEPT PLAN. The Master Design Concept Plan approved as part of this application to the City Council shall apply to the entire site in regards to the following:
 - a. Open space design concepts for open space areas, including location, size and dimensions, plant and landscape character, open space corridors, and integration of drainage plans.
 - b. Overall streetscape concepts, which incorporates right-of-way destinations, easements, street side design concepts, plant and landscape materials.
 - c. Typical outdoor lighting plan for streetlights and concepts and general specifications for exterior lighting.
 - d. General design and architectural themes assuring overall design compatibility of all buildings and structures within the site.
 - e. General signage/graphic concepts for development signs, including locations and typical design concepts.

2. MASTER DESIGN CONCEPT PLAN APPROVAL. Any proposed significant changes to the Master Design Concept Plan, as determined by the Planning and Development Services General Manager or designee, shall be subject to subsequent public hearings before the City Council.

B. MASTER CIRCULATION PLAN

A Master Circulation Plan shall be prepared in accordance with the City's design procedures and criteria by a registered engineer who is licensed in the State of Arizona.

1. The Master Circulation Plan shall include at a minimum the following components:
 - a) Access considerations including driveway locations, proposed median break locations, vehicle storage lengths, any required auxiliary lanes to accommodate site generated trips. Appropriate signing and striping for safe egress and ingress movements shall be included for major intersections.
 - b) Conceptual intersection lane configurations based on total PM and AM peak hour volumes with the proposed development.
 - c) Plans for phasing the improvements or plans for interim improvements necessary to accommodate the site development and tie into other planned construction improvements within the study area.
 - d) Required right-of-way dedications for all arterial, collector, or local streets within or abutting each parcel.
 - e) On-site circulation that identifies emergency and service vehicle access, internal street cross sections, and parking structure access points.
 - f) Location of transit facilities to include bus stop locations on the surrounding arterial streets and trolley stop locations on the internal streets.
2. MASTER CIRCULATION PLAN APPROVAL: The Master Circulation Plan must be accepted by the Transportation Planning Department before any improvement plan submittal will be processed.

C. MASTER DRAINAGE PLAN

A Master Drainage Plan shall be prepared in accordance with the City's design procedures and criteria by a registered engineer who is licensed in the State of Arizona. The Master Drainage Plan shall include:

1. The Master Drainage Plan shall include:
 - a. Maps showing watersheds draining onto and through the Scottsdale Waterfront Project and area included along the north side of the

Arizona Canal and proposed Marshall Way, with estimates of peak flows for 10, 50, and 100-year flood events at concentration points entering the Scottsdale Waterfront Project

- b. Estimated peak flows and volumes of on-site runoff at concentration points exiting the Scottsdale Waterfront Project and area included along the north side of the Arizona Canal and proposed Marshall Way for both developed and existing conditions for the 10, 50, and 100-year flood events
 - c. Location and estimated size of all proposed drainage facilities for both Waterfront and area included along the north side of the Arizona Canal and proposed Marshall Way, including channels, storm drains, etc.
 - d. Include a complete description of requirements relating to project phasing.
 - e. Identify the timing and parties responsible for construction of all stormwater management facilities.
2. MASTER DRAINAGE REPORT APPROVAL. Before the improvement plan submittal to the Plan Review and Permit Services Division, the Master Developer shall have obtained approval of the Master Drainage Plan by the Stormwater Management Division and Planning and Development Services staff. Portions of this plan will also require the approval of the County Flood Control District which will be administered by the Stormwater Management Division.

D. MASTER WATER PLAN

A Master Water Plan shall be prepared in accordance with the City's design procedures and criteria by a registered engineer who is licensed in the State of Arizona. The report and plan shall conform to the draft Water and Wastewater Report Guidelines available through the City Water Resources Department.

1. The Master Water Plan shall include:
- a. A description of water system requirements for the Scottsdale Waterfront Project and the phasing of such requirements.
 - b. A discussion of the timing of and parties responsible for construction of all water facilities.
 - c. The conceptual location and size of all necessary water system components, including both on and off-site lines needed to serve the development, and an analysis of the impact of the proposed development on the existing system with water demand generation factors based upon land use.
 - d. Compliance with the adopted City's Integrated Water Master Plan.

- e. A preliminary plan of the Scottsdale Waterfront Project showing development sites and right-of-ways, contours and benchmarks, existing utilities and fire hydrants within 400 feet of the proposed development, any features such as watercourses and drainage facilities that may influence the location of underground utilities, a general layout of the proposed water mains, and any required water facilities.
 - f. Water lines located within rights-of-ways will be owned and maintained by the City. Onsite water lines shall be master metered and privately owned and maintained with backflow prevention in accordance with the City Code.
2. MASTER WATER PLAN APPROVAL. Before the submittal of any basis of design reports (see the Development Site stipulations) to the Plan Review and Permit Services Division, the Master Developer shall have obtained approval from the City Water Resources Department of the Master Water Plan.

E. MASTER WASTEWATER PLAN

1. MASTER WASTEWATER PLAN. The Master Wastewater Plan shall conform to the draft Water and Wastewater Report Guidelines available through the City Water Resources Department and shall include:
- a. A description of the wastewater system requirements for the Scottsdale Waterfront Project and the phasing of such requirements.
 - b. A discussion of the timing of and parties responsible for construction of all wastewater facilities.
 - c. The conceptual location, size, type and capacity of the necessary wastewater collection components needed to serve the Scottsdale Waterfront Project, and a preliminary analysis of the impact of the proposed development on the existing system with wastewater demand generation factors based upon land use.
 - d. The wastewater collection system for the Scottsdale Waterfront Project will tie directly to the existing 15-inch trunk sewer in Goldwater Boulevard.
 - e. The calculations necessary to substantiate the selection of the size, type, and capacity of the wastewater system.
 - f. Compliance with the adopted City's Wastewater System Master Plan for the respective area.
 - g. Estimated peak flow from all contributions upstream of the proposed development that may flow through the on-site system shall be assessed for impacts to the entire system.

- h. Wastewater lines located in rights-of-ways, or tracts/easements acceptable to the City, will be owned and maintained by the City. Onsite wastewater lines shall be privately owned and maintained in accordance with the City Code.
2. **MASTER WASTEWATER PLAN APPROVAL.** Before the submittal of any basis of design reports (see the Development Site stipulations) to the Plan Review and Permit Services Division, the Master Developer shall have obtained approval from the City Water Resources Department of the Master Wastewater Plan.

2.5 DEVELOPMENT SITE STIPULATIONS

The construction plan submittal shall be in conformance with the development site stipulations within Section 2.5. Any necessary clarification, interpretation, or minor modifications of the stipulations shall require approval by the Planning and Development Services General Manager and the respective Department General Manager.

A. PLANNING / DEVELOPMENT

1. PHASING. The phasing of the building and improvements for the Waterfront Project shall be in conformance to the improvement schedule listed in the Development Agreement (Agreement number ____-____-COS), as approved by City Council.
2. BUILDING HEIGHT. Building Height shall be measured from the established elevation of 1283.0.

B. CIRCULATION

1. **STREET CONSTRUCTION.** Before any certificate of occupancy is issued for the site, the developer, at its expense, shall dedicate the following right-of-way and construct the following street improvements, in conformance with the Design Standards and Policies Manual:

Street Name/Type	Dedications	Improvements	Notes
Camelback Road Major Arterial	55' half (existing varies)	Construction of third eastbound lane	A
Marshall Way	5' additional (30' existing)	Change to on-street parking	B, C
Montecito Avenue	5' additional (30' existing)	Change to on-street parking	B
Scottsdale Road Major Arterial	Existing	Existing	D
Internal Streets	Private	20' min. width	E

- A. The developer shall be responsible for constructing the third eastbound lane on Camelback Road from Marshall Way to Scottsdale Road. The design shall be consistent with the existing cross section west of Marshall Way and shall provide the necessary transitions to the existing cross section east of Scottsdale Road. The developer shall construct a minimum 10-foot wide sidewalk along the site frontage. The developer shall dedicate any additional easements required for

auxiliary lanes, public utilities, and transit facilities as determined by City staff.

- B. The developer shall be responsible for modifying the existing street improvements to provide on-street parking as shown on the submitted site plan dated August 7, 2003. The Transportation Department staff shall approve the dimensions of the revised cross section. The developer shall dedicate an additional five feet of right-of-way if necessary to contain the proposed cross section. The developer shall construct a minimum 10-foot wide sidewalk along the site frontage.
 - C. The Marshall Way cross section at the intersection with Camelback Road shall be designed to align with the existing lanes on the north side of the intersection, as determined by City staff.
 - D. The developer shall construct a minimum 10-foot wide sidewalk or separate pedestrian facility on Scottsdale Road along the site frontage and across the Arizona Canal as approved by City Staff.
 - E. Internal Streets (on-site) shall be private. The minimum width shall be 20 feet measured to edge of pavement or face of curb.
2. ACCESS RESTRICTIONS. Before any certificate of occupancy is issued for the site, the developer, at its expense, shall dedicate the necessary right-of-way, as determined by City staff, and construct the following access to the site. Access to the site shall conform to the following restrictions (distances measured to the driveway or street centerlines):
- A. Camelback Road - There shall be a maximum of one site driveway from Camelback Road (or separate ingress and egress), located a minimum distance of 200 feet from Marshall Way and Scottsdale Road. The driveway shall be restricted to right-in, right-out access only (no median opening). The developer shall dedicate a one-foot wide vehicular non-access easement along the site frontage on this street except at the approved driveway entrance.
 - B. Scottsdale Road – There shall be no direct site access to Scottsdale Road. The developer shall dedicate a one-foot wide vehicular non-access easement along the site frontage on this street.
 - C. Marshall Way – Site driveways shall be permitted at minimum 120-foot intervals. There shall be no driveways located within 150 feet of Camelback Road (measured to the street curb line).
 - D. Montecito Avenue – Site driveways shall be permitted at minimum 100-foot intervals. The western site driveway shall align with the existing driveway to the north. There shall be no driveways located within 150 feet of Goldwater Boulevard (measured to the street curb line).

3. MEDIAN RECONSTRUCTION. Before any certificate of occupancy is issued

for the site, the developer, at its expense, shall reconstruct the existing median on Camelback Road to remove the existing median opening between Marshall Way and Scottsdale Road. Before any certificate of occupancy is issued for the site, the developer, at its expense, shall reconstruct the existing median on Camelback Road to provide two eastbound to northbound left turn lanes at the intersection with Scottsdale Road. These improvements shall be done to the satisfaction of City staff and in conformance with City design standards and policies.

4. **AUXILIARY LANE CONSTRUCTION.** Before any certificate of occupancy, the developer, at its expense, shall construct or extend the auxiliary lanes at the following locations in conformance with the Design Standards and Policies Manual:
 - a. Camelback Road – The developer shall extend the left-turn lane for westbound traffic at the Marshall Way intersection as determined by the approved traffic impact study for the development.
 - b. Goldwater Boulevard – The developer shall extend the left-turn lane for southbound traffic at the Montecito Avenue intersection as determined by the approved traffic impact study for the development. The Transportation General Manager may waive this requirement if determined to be unfeasible or unnecessary.
 - c. Marshall Way – The developer shall provide a minimum 110 foot left-turn lane for northbound traffic approaching the Camelback Road intersection.
5. **EASEMENT REQUIREMENTS.** Before any final plan approval, the developer shall dedicate public access easements over any sidewalk along public streets that extend outside of the public right-of-way or that connect these sidewalks to public facilities on the site. The dedications shall be in a form acceptable to City staff.
6. **PEDESTRIAN CIRCULATION PLAN.** Prior to any improvement plan submittal, the developer shall submit a Pedestrian Circulation Plan for the site, which shall be subject to City staff approval. This plan shall indicate the location and width of all sidewalks and pedestrian pathways. The plan shall provide pedestrian connections from the adjacent streets to the site buildings.
7. **PARKING MASTER PLAN.** A parking master plan shall be submitted as part of this case, 1-II-2003, and approved by the City Council. As part of the approval, the City Council authorizes a twenty (20) percent reduction for non-residential uses parking requirements.
8. **TRANSIT FACILITIES.** Before any certificate of occupancy is issued for the site, the developer shall construct a bus pullout on Camelback Road between Marshall Way and Scottsdale Road. Before any certificate of occupancy is issued for the site, the developer shall provide a bus bay and pad for future stop facilities on Scottsdale Road just south of Camelback Road. The design and location of these facilities shall be subject to City staff approval before any final plan approval.

9. **TRAFFIC SIGNAL PARTICIPATION.** Before any certificate of occupancy is issued for the site, the developer shall be responsible for 100 percent of the design and construction costs, as determined by City staff, for the following traffic signal improvements:
 - a. Installation of a left-turn arrow for southbound traffic at the intersection of Goldwater Boulevard and Montecito Avenue.
 - b. Any traffic signal modification associated with the installation of dual left-turns for eastbound traffic at the intersection of Camelback Road and Scottsdale Road.
 - c. Any traffic signal modifications required by the street modifications proposed for Marshall Way at the its intersection with Camelback Road.
 - d. Any traffic signal modifications required by the street improvements for Camelback Road at the intersections of Marshall Way and Scottsdale Road.
10. **CONFORMANCE TO DEVELOPMENT SUBMITTAL.** The primary street system within the property shall be in conformance with the submitted site plan unless modified by the approved Master Circulation Plan. If the Planning and Development Services General Manager and Transportation General Manager determine that the plans are not in conformance, approval shall be required through a subsequent public hearing.
11. **PRIVATE STREET CONSTRUCTION.** Private streets shall conform to the following requirements:
 - a. No internal private streets shall be incorporated into the City's public street system at a future date unless they are constructed, inspected, maintained and approved in conformance with the City's public street standards.
12. **MULTI-USE TRAIL.** Before any certificate of occupancy is issued for the site, the developer shall construct a minimum 8-foot wide multi-use trail along the Scottsdale Road frontage. The trail shall be contained within a minimum 15 foot wide public access easement, which the developer shall dedicate to the City within twelve (12) months of City Council approval. The alignment of the trail shall be subject to approval by the City's Equestrian Coordinator prior to dedication. The trail shall be designed in conformance with the Design Standards and Policies Manual - Landscaping and Parks.

C. DRAINAGE AND FLOOD CONTROL

1. Site drainage design shall preserve the functionality and capacity of the Indian Bend Wash side drain adjacent to the Arizona Canal which will be approved by the Flood Control District of Maricopa County prior to any connection to the side drain.
2. Site drainage facilities shall, at a minimum, have an inlet and conveyance capacity that is equal to the capacity of the existing side drain inlets.

3. The capacity of existing inlets shall be calculated based on conditions that existed prior to fill placement that resulted in the FIRM conditional revision 10/23/03 effective date.
4. Stormwater storage requirements may be waived for this site.
 - a. STORM WATER STORAGE REQUIREMENT: The developer shall submit to the Current Planning Division a Request for Waiver Review form, which shall:
 - (i) Include a supportive argument that demonstrates historical flow through the site will be maintained, and that storm water runoff exiting this site has a safe place to flow.
 - (ii) Include an estimate for payment in-lieu of on-site storm water storage, subject to City staff approval.
 - b. APPROVED WAIVER. Before the improvement plan submittal to the Plan Review and Permit Services Division, the developer shall have obtained the waiver approval from the Floodplain Administrator and the Planning and Development Services staff.

D. **WATER**

1. BASIS OF DESIGN REPORT (WATER). With each phase of development within Scottsdale Waterfront Project, the developer shall submit to the Plan Review and Permit Services Division a Water Basis of Design Report. The report shall conform to the Master Water Plan for Scottsdale Waterfront Project, and the draft Water and Wastewater Report Guidelines available from the City Water Resources Department. Generally, the basis of design report and plan shall:
 - a. Identify the location, size, condition, and availability of existing water lines and water related facilities such as valves, service lines, fire hydrants, etc.
 - b. Evaluate the project's water demands and their impact on the existing water system.
 - c. Determine the need for any additional water lines and water related facilities to support the proposed development.
 - d. Conform to the City's Integrated Water Master Plan.
 - e. Identify the timing of and parties responsible for construction of all water facilities.
2. APPROVED BASIS OF DESIGN REPORT. Before improvement plan submittal to the Plan Review and Permit Services Division, the developer shall have obtained approval of the Water Basis of Design Report from the City Water Resources Department.

3. NEW WATER FACILITIES. Before the issuance of letters of acceptance by the Inspection Services Division for a development site, the developer shall construct all water lines and related facilities necessary to serve such development site.
4. WATERLINE EASEMENTS. Before the issuance of a building permit for any development site within Scottsdale Waterfront Project, the developer shall dedicate to the City, in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual, all water easements necessary to serve such development site.

E. WASTEWATER

1. BASIS OF DESIGN REPORT (WASTEWATER). With each phase of development within Scottsdale Waterfront Project, the developer shall submit to the Plan Review and Permit Services Division a Wastewater Basis of Design Report. The report shall conform to the Master Wastewater Plan for Scottsdale Waterfront Project, and the draft Water and Wastewater Report Guidelines available from the City Water Resources Department. Generally, the basis of design report and plan shall:
 - a. Identify the location of, size, condition, and availability of existing sanitary sewer lines and wastewater-related facilities.
 - b. Evaluate the project's wastewater demands and their impact on the existing wastewater system.
 - c. Determine the need for any additional wastewater lines and related facilities to support the proposed development.
 - d. Conform to the City's Wastewater System Master Plan.
 - e. Identify the timing of and parties responsible for construction of all wastewater facilities.
2. APPROVED BASIS OF DESIGN REPORT. Before improvement plan submittal to the Plan Review and Permit Services Division, the developer shall have obtained approval of the Wastewater Basis of Design Report from the City Water Resources Department
3. NEW WASTEWATER FACILITIES. Before the issuance of letters of acceptance by the Inspection Services Division for a development site within Scottsdale Waterfront Project I, the developer shall provide all sanitary sewer lines and wastewater-related facilities necessary to serve such development site.
4. SANITARY SEWER EASEMENTS. Before the issuance of any building permit for a development site within Scottsdale Waterfront Project I, the developer shall dedicate to the City, in conformance with the Scottsdale Revised Code and the Design Standards and Policies Manual, all sewer easements necessary to serve such development site.

**SCOTTSDALE WATERFRONT
SWC SCOTTSDALE ROAD AND CAMELBACK ROAD
TRAFFIC IMPACT ANALYSIS SUMMARY**

Summary Prepared by: Phillip Kercher, COS Traffic Engineering
Traffic Impact Study Prepared by: Dan Hartig, Parsons Brinckerhoff

Existing Conditions:

The subject site is located along the north side of the Arizona Canal from Goldwater Boulevard to Scottsdale Road. The site has frontage on Camelback Road between Marshall Way and Scottsdale Road. The site has frontage on Goldwater Boulevard from Montecito Avenue to the Arizona Canal. There is also a small amount of site frontage on Scottsdale Road, approximately 100 feet.

West of Scottsdale Road, Camelback Road is designated as a major arterial on the Circulation Element of the City's General Plan. This section of Camelback Road is designated as a minor arterial on the proposed Streets Master Plan. Both plans designate Camelback Road as a minor arterial east of Scottsdale Road. From Marshall Way (71st Street alignment) west, the street is improved to a full six-lane arterial cross section. From Marshall Way to Scottsdale Road along the site frontage, Camelback consists of three westbound lanes and two eastbound lanes. East of Scottsdale Road Camelback has four lanes. The current daily volume of traffic using this section of Camelback Road is 27,900 vehicles west of Scottsdale Road and 21,600 vehicles to the east.

Scottsdale Road is designated as a major arterial on the Circulation Element of the City's General Plan and the proposed Streets Master Plan. The street is improved to a full six-lane arterial cross section north of Camelback Road. South of Camelback Road, Scottsdale Road has three northbound lanes and two southbound lanes. The current daily volume of traffic using this section of Scottsdale Road is 40,600 vehicles north of Camelback Road and 27,900 vehicles to the south.

Goldwater Boulevard is designated as a couplet on the Circulation Element of the City's General Plan. It is designated as a major arterial on the proposed Streets Master Plan. The street is improved to a full couplet cross section – three southbound lanes and two northbound lanes separated by a raised median. The current daily volume of traffic using this section of Goldwater Boulevard is 19,700 vehicles south of Camelback Road.

Neither Marshall Way nor Montecito Avenue is designated on the Circulation Element of the City's General Plan or the proposed Streets Master Plan. They are both designed to a major collector cross section – two lanes in each direction separated by a raised median. Both of these streets were designed primarily to provide access to the parking structures that serve Fashion Square Mall and for future access to the subject site.

All four major intersections around the site are currently signalized: Camelback Road and Scottsdale Road, Camelback Road and Marshall Way, Camelback Road and Goldwater Boulevard, Goldwater Boulevard and Montecito Avenue. There are dual left-turn lanes on northbound and southbound approaches to Camelback Road at the Goldwater Boulevard and Scottsdale Road intersections.

For the section of Camelback Road from Scottsdale Road to Goldwater there were ten accidents reported in 2002; the accident rate for this segment of roadway was 3.93, higher than the city average rate of 1.49. For the section of Goldwater Boulevard from Camelback Road to Indian School Road, there were eight reported accidents in 2002; the accident rate for this segment of roadway was 2.03.

At the intersection of Camelback Road and Scottsdale Road, there were nineteen reported collisions in 2002; the accident rate for this intersection was 0.90, slightly higher than the city average rate of 0.54. At the intersection of Camelback Road and Goldwater Boulevard, there were fifteen accidents reported in 2002; the accident rate for this intersection was 0.70.

Proposed Development:

The 11.3-acre site currently has a zoning designation of Regional Commercial Office-Type 2 (D/RCO – Type 2) with a Planned Block Development (PBD) overlay. This zoning allows the development of 1.1 million square feet of mixed-use commercial development. The applicant is proposing to develop the site under the Infill Incentive District. The development plan proposed under this district would allow the development of 110,900 square feet of retail land use, 94,400 square feet of general office land use, and 366 residential dwelling units. There are eleven buildings proposed for the site, three west of Marshall Way near Goldwater Boulevard and eleven east of Marshall Way. The retail and office land uses are located along the Marshall Way, Montecito Avenue, and Camelback Road frontages. The residential land uses are located behind these buildings along the Arizona Canal. The trip generation numbers for proposed development plan are presented in the Table 1 below.

TABLE 1 -Trip Generation for Proposed Site Plan

Land Use	Daily Total	AM Peak Hour			PM Peak Hour		
		In	Out	Total	In	Out	Total
Condominium – 366 units	1,961	24	118	142	120	59	179
General Office - 94,400 s.f.	1,270	157	21	178	31	154	185
Retail – 110,900 s.f.	7,286	104	66	170	323	350	673
Subtotal	10,517	285	205	490	474	563	1,037
10% Reduction for Internal Trips	1,052	28	21	49	47	56	103
Adjusted Subtotal	9,465	257	184	441	427	507	934
5% Reduction for Other Modes	473	13	9	22	21	25	46
Total Trips	8,992	244	175	419	406	482	888

This trip generation is based on data contained in the Institute of Transportation Engineer's *Trip Generation*. A traffic impact study was prepared by Parsons Brinckerhoff under the City's Traffic Impact and Mitigation Analysis (TIMA) guidelines. The study compares the trip generation characteristics of the proposal versus the previously approved site plan and examines the impacts from the proposed development. A ten percent reduction was applied to the site trip generation to account for the interaction between the various land uses proposed for the site – residential, office, and retail. In other words, it is likely that some of the office workers and residents in the site buildings will patronize the retail uses on the site. In addition, a five percent reduction was applied

to account for trips that will utilize non-vehicular modes of transportation. This is very likely considering that the site is located in an urbanized area of the city, with transit, trolley, and pedestrian amenities being provided on the site and in the vicinity of the site. This also reflects the ability of the residents who live on the site to walk to the nearby commercial land uses (Fashion Square Mall, downtown restaurants, etc.).

The trip generation numbers for the previously approved development plan are presented in Table 2 below. These trip generation numbers are based on data contained in the approved traffic study for the development plan approved in Zoning Case 43-ZN-1995. This study does not include traffic that would be generated by development on the site between Goldwater Boulevard and Marshall Way; this area is shown as a future phase. A comparison of the trips generated by the proposed development plan versus the land use and trip generation assumptions for the previously approved development plan is shown in Table 3. The trip generation numbers for the proposed development plan have been adjusted to remove the trips that will be generated by the portion of the site between Goldwater Boulevard and Marshall Way for comparison purposes.

**TABLE 2 - Trip Generation for Previous Development Plan
(From Approved Traffic Study)**

Land Use	Daily Total	AM Peak Hour			PM Peak Hour		
		In	Out	Total	In	Out	Total
Restaurant – 60,000 s.f.	5,397	33	16	49	301	148	449
Retail – 208,480 s.f.	10,933	151	97	248	489	530	1,019
Cinema – 70,000 s.f.	1,674	0	0	0	170	96	266
Office – 134,900 s.f.	1,670	208	28	236	39	191	230
Total	19,674	392	141	533	999	965	1,964

TABLE 3 - Comparison Trip Generation

Land Use	Daily Total	AM Peak Hour			PM Peak Hour		
		In	Out	Total	In	Out	Total
Previously Approved Site Plan	19,674	392	141	533	999	965	1,964
Proposed Site Plan	8,666	209	169	378	393	451	844
Change	-11,008	-183	+28	-155	-627	-474	-1,101

Site access will primarily be provided via Marshall Way and Montecito Avenue, which extend into the site and intersect near the middle of the site. Both of these streets provide signalized access to the adjacent major streets on the perimeter of the site, Camelback Road and Goldwater Boulevard. There is also a proposed right-in, right-out only driveway on Camelback Road.

Parking is proposed to be provided primarily in underground parking structures. Some limited at grade parking will be provided. There are two parking structure entrances for the residential and commercial buildings east of Marshall Way. There are two parking structure entrances for the residential portion of the site west of Marshall Way.

The City is planning to extend Marshall Way south over the Arizona Canal. This would provide a connection to Sixth Avenue in the downtown area to the south of this site. Initially, this connection is proposed to be restricted to pedestrian and trolley access only. In conjunction with the development of this site, it is also proposed that Marshall Way and Montecito Avenue be modified to incorporate on-street angled parking. The cross sections would be reduced to one lane in each direction on both streets.

Future Conditions:

The submitted traffic study analyzes the traffic conditions for the Year 2010. Future traffic volumes on the adjacent streets were calculated by applying annualized growth rates to the existing traffic volumes. Capacity calculations were performed using three sets of data: existing traffic volumes, 2010 projected traffic volumes (background traffic), and 2010 projected traffic volumes plus site generated traffic (total traffic).

A summary of the results of the capacity analyses for the signalized intersections is shown in Table 4 below. All four of the study intersections will operate at LOS D or better using the total traffic volumes. The capacity calculations for the intersection of Camelback Road and Scottsdale Road assume that a dual eastbound left-turn will be provided. The capacity calculations for the intersection of Camelback Road and Marshall Way assume a two-lane northbound approach.

The right turn movements at the unsignalized site driveway on Camelback Road are expected to operate at LOS C or better in the Year 2010 with site traffic.

TABLE 4
Signalized Intersections Capacity Analyses
Level of Service/Average Control Delay (in seconds)

Intersection	Existing Cond.'s 2003 Volumes	Background Traffic 2010 Volumes	Total Traffic 2010 Volumes
A.M. Peak Hour			
Camelback & Scottsdale	D/38.6	D/35.5	D/52.0
Camelback & Marshall Way	A/6.3	A/6.2	A/5.6
Camelback & Goldwater	D/38.2	D/38.8	D/38.0
Goldwater & Montecito	A/1.6	A/1.9	A/4.4
P.M. Peak Hour			
Camelback & Scottsdale	E/78.9	D/46.9	D/46.8
Camelback & Marshall Way	D/35.0	B/19.7	C/25.6
Camelback & Goldwater	D/41.1	D/42.9	D/40.8
Goldwater & Montecito	B/14.5	B/10.6	B/13.9

Summary:

The approval of the proposed development plan under the Infill Incentive District will generate an estimated 8,991 trips per day, with approximately 420 trips generated in the a.m. peak hour and 890 trips generated in the p.m. peak hour. This represents more than a 50 percent reduction in daily and p.m. peak hour site-generated traffic from the previously approved development plan. This reduction is primarily the result of a significant decrease in the amount of retail and restaurant square footage planned for the site.

The proposed mixture of residential, office, and retail land uses will reduce the amount of site-generated traffic due to the natural interaction of these land uses. The site location will encourage the use of alternative modes of transportation for those traveling to the site and for those residents who live on the site. A pedestrian and trolley bridge is planned to connect this site to the downtown area by extending Marshall Way over the Arizona Canal. The development is also providing transit stops on Camelback Road and Scottsdale Road directly adjacent to the site.

Site traffic will be distributed primarily to Camelback Road and Goldwater Boulevard via the existing signalized intersections of Marshall Way (on Camelback Road) and Montecito Avenue (on Goldwater Boulevard). Both Camelback Road and Goldwater Boulevard are under capacity for current and projected traffic volumes.

Capacity analyses for the Year 2010 indicate that the major signalized intersections in the vicinity of the site will operate at level of service D or better. These study intersections include Camelback Road and Scottsdale Road, Camelback Road and Marshall Way, Camelback Road and Goldwater Boulevard, and Goldwater Boulevard and Montecito Avenue. These capacity calculations are based on existing street improvements except at the signalized intersection of Camelback Road and Scottsdale Road; the capacity calculations for this intersection assume the provision of a dual-left turn lane for eastbound Camelback Road.

Staff Concerns/Comments:

- The developer should be responsible for completing the third eastbound lane on Camelback Road along the site frontage. This lane becomes a right-turn only lane at the intersection with Scottsdale Road.
- The developer should modify the Camelback Road and Scottsdale Road intersection to provide a dual left-turn for eastbound Camelback Road. This improvement will require modifications to the existing Camelback Road median. The east leg of the intersection is constrained by the existing bridge width over the Arizona Canal.
- The developers should remove the existing median opening on Camelback Road between Scottsdale Road and Marshall Way. This will allow the extension of the westbound left-turn lane at Marshall Way.
- The southbound left-turn lane on Goldwater Boulevard at Montecito Avenue is extremely short. The length is limited by an existing northbound left-turn lane into a private driveway on the west side of the street. A protected left-turn phase should be provided to improve the traffic signal operation and reduce the amount of vehicle queuing. Relocation of the private driveway should be explored to allow the southbound left-turn lane to be extended.
- A two-lane approach should be provided for northbound Marshall Way at Camelback Road. The lane configuration needs to be aligned with the existing lanes on the north side of the intersection. Parking should not be located within the potential vehicle queuing area on Marshall Way.

- Transit stops should be provided on Camelback Road between Marshall Way and Scottsdale Road, and on Scottsdale Road just south of Camelback Road. These stops should be connected to pedestrian paths on the site. Trolley stop locations should be identified on Marshall Way to serve the retail portion of the site.

DRAFT FOR DISCUSSION PURPOSES ONLY

ORDINANCE NO. ____

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, FINDING THE EXISTENCE OF STATUTORY CRITERIA SUPPORTING THE CREATION OF AN INFILL INCENTIVE DISTRICT IN THAT AREA OF THE CITY OF SCOTTSDALE GENERALLY LOCATED APPROXIMATELY BETWEEN INDIAN SCHOOL, CAMELBACK, SCOTTSDALE, AND GOLDWATER ROADS, DESIGNATING A SPECIFIC PORTION OF THAT AREA TO BE AN INFILL INCENTIVE DISTRICT, AND ADOPTING AN INFILL INCENTIVE PLAN INCLUDING AMENDED DEVELOPMENT STANDARDS FOR THE DISTRICT.

WHEREAS, Section 9-499.10 of the Arizona Revised Statutes authorizes the City to designate an infill incentive district in an area within the City; and

WHEREAS, that statute authorizes the City to grant incentives for the development of property within an infill incentive district; and

WHEREAS, that statute requires that the City Council make certain findings prior to making such a designation and prior to the exercise of the powers granted by that statute; and

WHEREAS, the City Council has heard and seen evidence that within that area of the City hereafter described as the "Economic Focus Area" that there are numerous buildings either vacant or in need of significant updating, that the retail vacancy rate in the Area is approximately double that of the remainder of the Downtown Overlay District and that the office vacancy rate in the Area is approximately one and one-half times greater than that in the remainder of the Downtown Overlay District; that there are numerous vacant or underused parcels of property, and that there has been a significant decline in population as evidenced by comparing the 1990 and 2000 census figures; and

Census Tract & Block	1990 Total Population	2000 Total Population
Tract 2172.01		
Block 1000	115	0
1001	67	0
1002	259	0
1003	99	0
1004	94	0
1005	20	0
1006	85	5
1007	43	1
1008	94	0
1009	122	0
1010	132	1
Tract 2173		
Block 1006	71	0

WHEREAS, Case No. -II-2003 has been properly noticed for City Council consideration, pursuant to the requirements of the Zoning Ordinance of the City of Scottsdale and the statutes of the State of Arizona, and the necessary hearings have been completed;

DRAFT FOR DISCUSSION PURPOSES ONLY

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Scottsdale, as follows:

Section 1. That the City Council finds that the area of the City depicted as the "Economic Focus Area" on the map attached hereto as Exhibit 1 (the "Economic Focus Area") meets the following criteria:

1. There are a large number of vacant older or dilapidated buildings or structures in the Economic Focus Area.
2. There are a large number of vacant or underused parcels of property in the Revitalization Area.
3. There is an absence of development and investment activity in the Economic Focus Area compared to the surrounding Downtown Scottsdale area and the City as a whole.
4. There is a continuing decline in population in the Economic Focus Area.

Section 2. That the certain property within the Economic Focus Area, legally described on the attached Exhibit 2, incorporated by this reference, and depicted as the "Waterfront Infill Incentive District" on the map attached hereto as Exhibit 1 is hereby designated to be an infill incentive district pursuant to Section 9-499.10, Arizona Revised Statutes ("Waterfront Infill Incentive District").

Section 3. That the City Council hereby adopts the Waterfront Infill Incentive District Plan attached as Exhibits 3 and 4 and incorporated by this reference as the infill incentive plan for the Waterfront Infill Incentive District,

Section 4. That the City Council hereby approves -II-2003, the Amended Development Standards for the property within Waterfront Infill Incentive District attached hereto as Exhibit 3 and incorporated by this reference as part of the Infill Incentive Plan adopted in Section 3, above, conditioned upon compliance with all stipulations attached hereto as Exhibit 4 and incorporated herein by reference.

PASSED AND ADOPTED by the Council of the City of Scottsdale this ____ day of _____, 2003.

ATTEST:

CITY OF SCOTTSDALE, an Arizona
municipal corporation

By: _____
_____, City Clerk

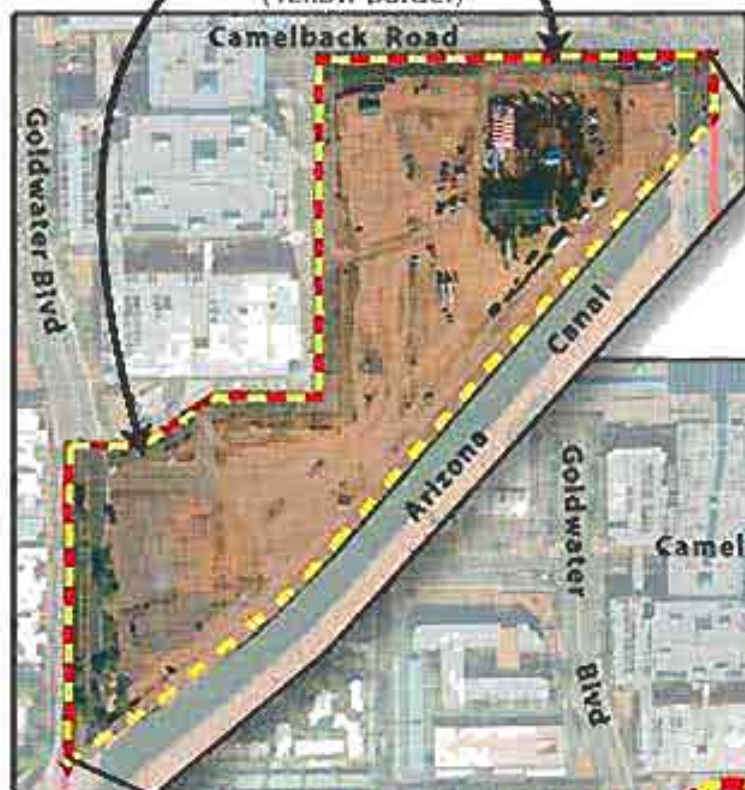
By: _____
Mary Manross, Mayor

APPROVED AS TO FORM:

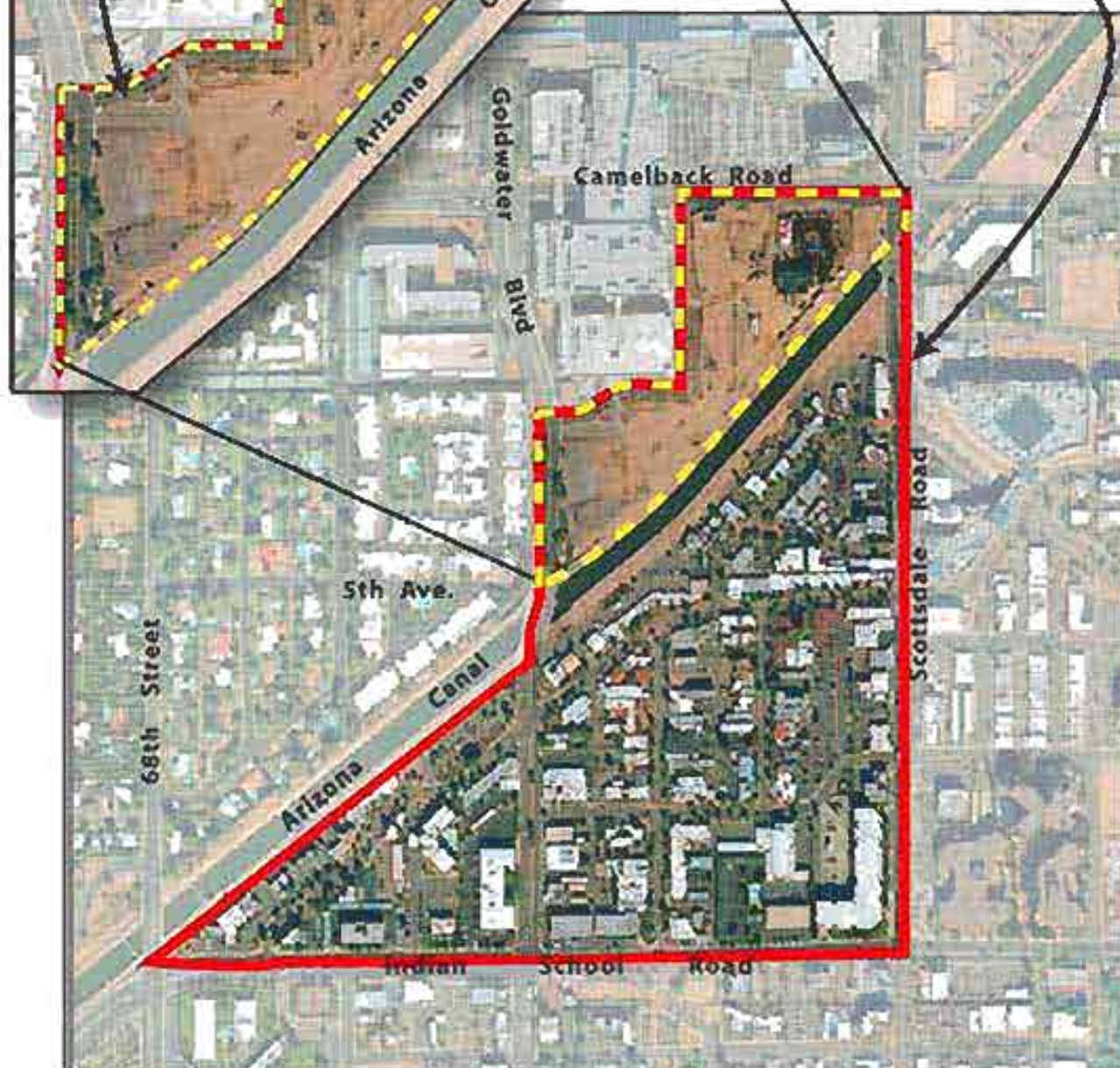
By: _____
C. Brad Woodford, City Attorney

ATTACHMENT #____

Waterfront
Infill Incentive
District
(Yellow Border)



Economic Focus
Area (Red Border)



1-II-2003
Scottsdale Waterfront

Attachment #9. Citizen Involvement

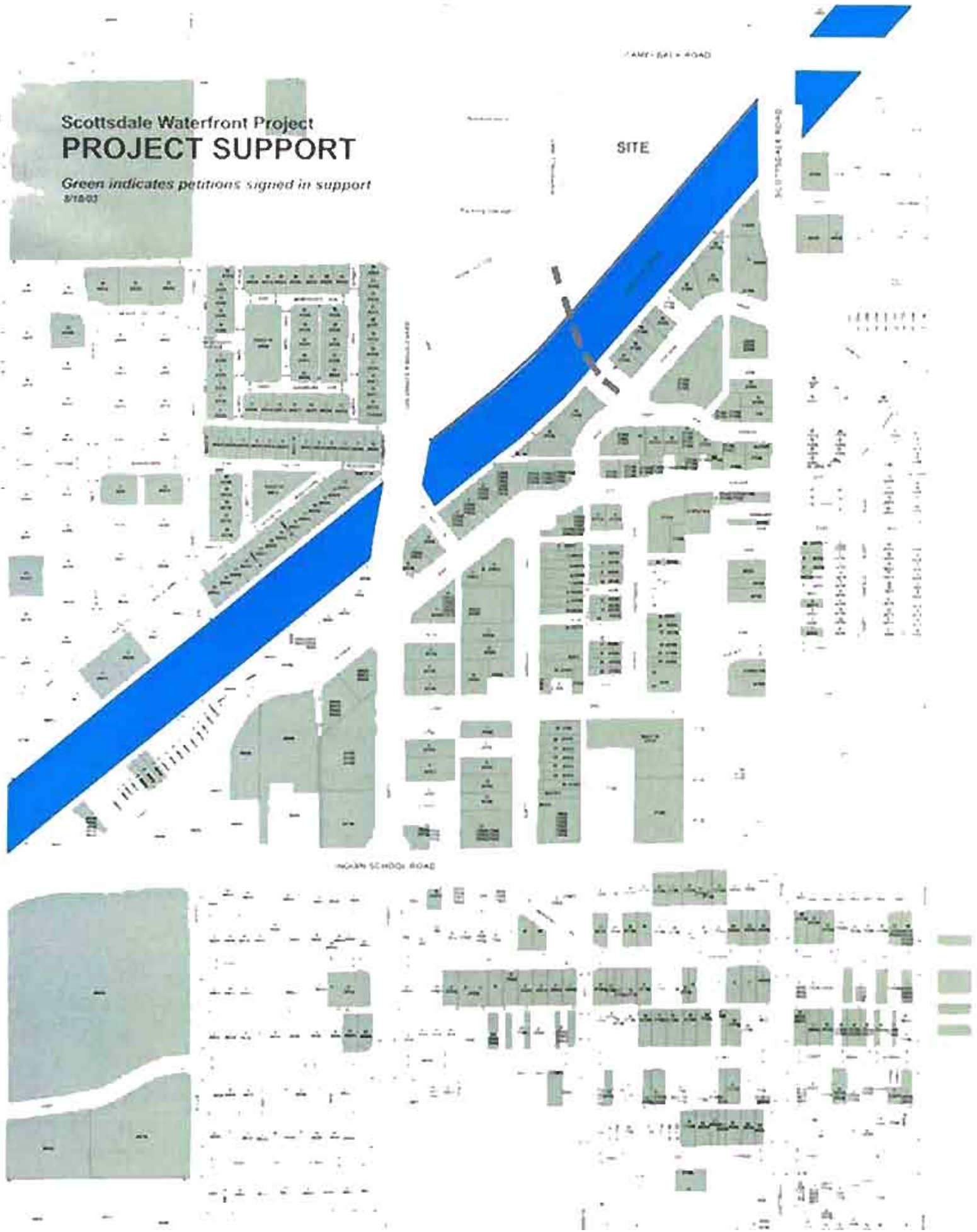
The above attachment is on file at the City of
Scottsdale Current Planning office,
7447 E Indian School Road, Suite 105.

Downtown Vision Principles

- Preserve character & scale of existing specialty districts
- Locate major economic drivers outside specialty districts
- Emphasize unique regulations & guidelines for downtown districts
- Revitalize downtown using strategic infrastructure investment, financial & small business assistance, revised regulations & ordinances
- Take a more direct role in the provision & management of downtown parking, circulation & signage

Scottsdale Waterfront Project PROJECT SUPPORT

Green indicates petitions signed in support
8/18/07











Architectural rendering

Architectural rendering
Architectural rendering
Architectural rendering

A3.4



EAST ELEVATION



WEST ELEVATION



EAST & WEST ELEVATIONS
 Architectural Renderings
 (Architectural Illustration)



СРОЧНО
Необходимо
Срочно



SEE CAMELBACK ROAD & MARSHALL WAY
Scottsdale Waterfront
© 2014 Scottsdale Waterfront LLC



ALBANY CANALBOAT ROAD
Scottsdale Waterfront
Scottsdale, Arizona 85261



1100 CAMERON ROAD & SCOTTSDALE ROAD
Scottsdale Waterfront
SCOTTSDALE WATERFRONT, L.L.C.

CIRCULATION PLAN

Public Streets

-  Public Streets & Driveways – traffic-calming devices and decorative paving at pedestrian crossings
-  Private Internal Streets and Drives (all grades)
-  Private Internal Street (extended speed table, decorative paving)







SITE PLAN
Scottsdale Waterfront
 Scottsdale Waterfront, L.L.C.

08-01-03

0 50 100

